

# Plain Talks

APRIL, 1959

GULF STATES UTILITIES CO.



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# Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity and editor; Jack Stengler, associate editor, Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

## ANNUAL REPORT—1958

In the last few weeks good news for employees and stockholders came in twin doses. The announcement by the Board of Directors that shareholders will be asked at their annual meeting in June to vote to amend our charter to allow a split up in shares of common stock on a two shares for one share basis was cause for enthusiasm among the 15,700 shareholders and well over half of us who have an ownership interest in Gulf States. If present plans materialize as expected, the split will take place this Summer, when the approved amendment is filed with the Texas Secretary of State.

The other good news is reported by the 1958 Annual Report to stockholders, mailed recently to all stockholders and employees by the Corporation Department. In spite of last year's general recession, your Company set new records in every phase of its operations. We established new safety records. Our income was 11% over the previous year. Annual earnings per share of common stock increased to \$2.57, or 14%. And the average annual use of our electric service by customers increased 446 kilowatthours, or 15%.

The continuing growth of the area we serve and the accompanying expansion of our Company have captured the admiration and interest of people in many walks of life, in many parts of the world.

## TVA REVENUE BONDS CLEAR ONE HURDLE

The TVA revenue bond bill was approved on March 17 by the House Public Works Committee. An amendment was added generally limiting expansion of the TVA service area to its present geographic boundaries.

Committee approval, on the whole, is good news for TVA and other public

power backers and disheartening news for Americans who believe in the Free Enterprise system and in investor ownership of electric utilities.

The bill, H.R. 3460, still must get past the Rules Committee and the House of Representatives. We can only urge our Congressmen to do all in their power to defeat this bad bill, and hope for the best.

## ON GOOD AND BAD GROWING PAINS

Two famous old institutions in and around the beautiful city of Huntsville are experiencing growing pains, one agreeable, the other agonizing. Sam Houston State Teachers College is a fast-growing educational plant. It would follow that folks are getting smarter. A contradiction is that the Texas Department of Corrections is admitting far more inmates than it is equipped to handle. The population reached an all time high of 10,680 as of January 31. The northern units are designed to accommodate 8,000. Meanwhile, the Department of Corrections is faced with another serious problem. Due to Federal crop controls, the institutions are now restricted to production of about half the agricultural products needed. This unrealistic situation cannot long continue. Anything you can do to help department officials get controls repealed will be deeply appreciated, you can be sure.

We hope the flow of students to SHSTC continues without slowing.

We pray that enrollment in our correctional units drops sharply, immediately, and of natural causes.

—JST

April, 1959

Vol. 37, No. 4



## DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.


## EXECUTIVE OFFICERS

<b>R. S. NELSON, President</b>	
<b>J. J. MORRISON</b> Executive Vice President	<b>H. C. LEONARD</b> Executive Vice President
<b>G. R. FULTON</b> Executive Vice President	<b>R. E. CARGILL</b> Vice President
<b>W. H. GIESEKE</b> Vice President and Secretary	<b>E. L. GRANAU</b> Vice President
<b>E. L. ROBINSON</b> Vice President	<b>E. A. WERNER</b> Vice President
<b>G. E. RICHARD</b> Treasurer	

## OUR COVER

"Spring. Gee whiz. And all Mom does is run the vacuum cleaner under Dad's foot, while she tries to read his Annual Report over his shoulder. Nobody pays any attention to me." Well, that COULD be what little George Irvin, 19 months, is musing about while Mom (Jo Ann) and Dad (George) Irvin are absorbed in doing two important things at once. The Gulf States couple are both in the Main Office in Beaumont. But little George is dead wrong about them ignoring him. Like more than half the eligible employees of the Company who are purchasing shares of stock each month through the Thrift Plan, they are planning for HIS future. So naturally they're interested in their Annual Report, which tells them how we're doing. Okay, George?





# ANNUAL REPORT 1958

GULF Staters who have read their copies of the 1958 Annual Report found much to be cheered about in the latest chronicling of a year in the life of our Company.

While 1958 saw sales sag in some areas of the nation, the Company's gross income rose 11 per cent over the record showing of 1957. Other operational highlights which brightened up the pages of the report for some 15,500 stockholders (including 1,100 Thrift Plan employee-investors) were:

- The average annual use per residential customer increased 446 kilowatts or 14 percent.
- Total kilowatthour sales increased 14 percent.
- The Company sold \$20 million of First Mortgage Bonds, 240,000 shares of Common Stock, and 75,000 shares of Preferred Stock for a total of \$38 million dollars to finance its expanding operations.

• And, although not contained in the annual report, another news item caused interest this month. The Company's Board of Directors, at its March 23 meeting in Beaumont, approved a proposed plan to change the presently authorized 10 million shares of Common Stock without par value, including issued shares, into 20 million shares, by a split-up of each share into two shares. To accomplish this change, an amendment to the Articles of Incorporation will be submitted to the shareholders at the annual meeting on June 8. If it is approved, common shareholders of record at the close of business on June 9 will be entitled to receive one additional share of Common Stock for each share held at that time.

The directors announced that the purpose of the stock split is to broaden the market for our stock with the hopes that this will result in a wider distribution and an increased number of shareholders.

For an explanation of our income and expenses during the past year, see the following pages.



# THE INCOME DOLLAR

## 1958

STEAM 9¢

GAS 5¢

OTHER 3¢



33¢ RESIDENTIAL

23¢ COMMERCIAL

23¢ INDUSTRIAL

4¢ OTHER

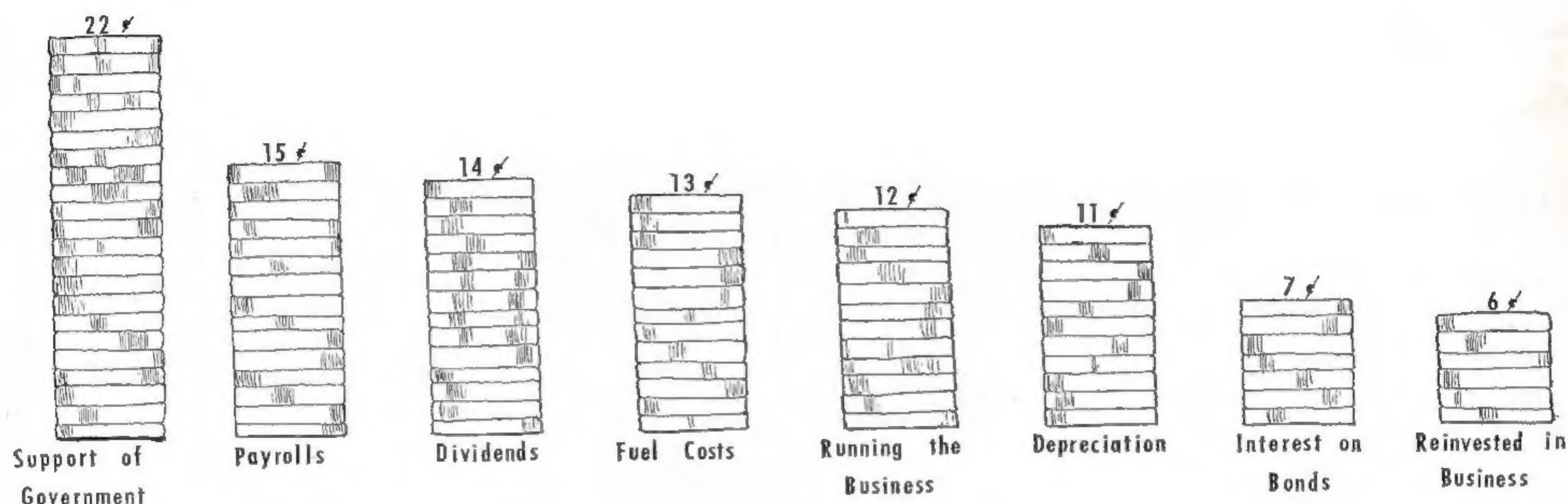
WHERE THE INCOME CAME FROM AND  
HOW MUCH IT INCREASED OVER 1957 . . .

		Percentage of Increase	
ELECTRIC DEPARTMENT			1957
	1958		
Residential and rural revenues	\$23,179,918	14%	\$20,315,087
Commercial revenues	16,133,554	9%	14,754,489
Industrial revenues	16,281,803	17%	13,932,164
Other revenues	3,040,911	2%	2,990,006
STEAM PRODUCTS DEPARTMENT			
Power revenues	\$ 4,700,405	(11%)	\$ 5,295,827
Steam revenues	1,693,991	7%	1,581,340
Other revenues	627		
GAS DEPARTMENT			
Gas revenues	\$ 3,528,097	24%	\$2,850,746
Total	\$68,559,306	11%	\$61,719,659

() Denotes Decrease



# EXPENSES—WHERE THE MONEY WENT



## AND, FINALLY, HERE'S HOW DIVIDENDS ARE DECLARED

	1958	Percentage of Increase	1957
For Support of Government .....	\$15,505,507	8%	\$14,408,049
Outlay for Operation and Maintenance (Payrolls, fuel, costs, depreciation of property) .....	35,487,925	12%	31,718,692
Interest and Amortization .....	5,217,114	23%	4,228,097
Subtract Interest Charged to Construction .....	1,832,195	196%	618,300
Total .....	54,378,351		
Gross Income .....	68,454,755		
Net Income .....	14,076,404	20%	11,759,236
Preferred Stock Dividends .....	1,835,083	10%	1,533,000
Available for Common Shareholders .....	12,241,321	20%	10,226,236
Common Dividends Paid .....	8,129,207	15%	7,074,931
Reinvested in Business .....	4,112,114	30%	3,151,305

DIVIDEND PER SHARE OF COMMON STOCK: \$1.75, increase of 10%



# MAJOR MEDICAL PLAN

## OFFERS YOU, YOUR FAMILY PROTECTION FROM FINANCIAL RUIN

**ELIGIBLE** Gulf Staters have the opportunity to secure, at a very low cost, a substantial amount of additional medical coverage for themselves and their families this month.

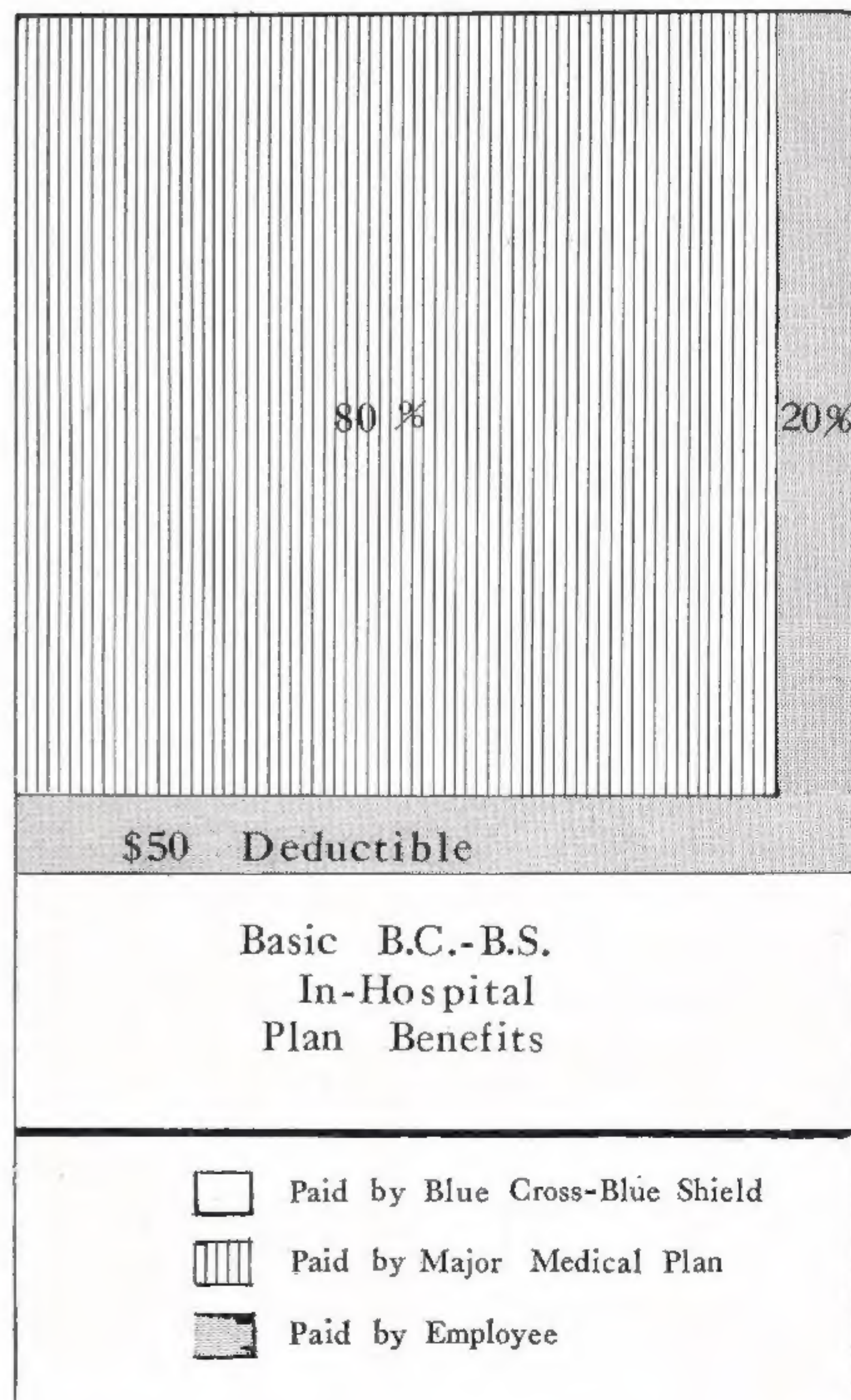
The new proposed "Major Medical Expense Program" costs only 50¢ (the same as the existing Benevolent Association plan), plus \$1.71 for dependents. Underwritten by the Travelers Insurance Company, it provides coverage against unusually serious illnesses or other large medical bills up to \$7,500. Actually, the major medical program takes up where the Blue Cross-Blue Shield "basic" protection leaves off. The program also continues in effect after retirement without the necessity of passing a physical examination.

Here's how the new medical program will work if 66 2/3 percent of present Benevolent Association members approve it. On any serious illness requiring both hospitalization and other medical care, the major medical program will pay 80 percent of costs over and above those paid by the Blue Cross-Blue Shield program, after a \$50 deductible is paid by the employee. The accompanying chart shows how this works.

In other cases where hospitalization is not required (as for a slight heart attack), the major medical program can help cover all of the fees, disregarding the Blue Cross-Blue Shield program which applies only on cases requiring hospitalization.

Emery Pintsch, Beaumont Tax and Insurance Department, had this to say about the new program, which would replace the Employees' Benevolent Association:

"During 1958 the average benefit to each member of the association was nine dollars. It provides only limited help. Both management and the directors of the Benevolent Association feel that it is actually the large hospital or medical-care bills that can damage a family's budget, not the \$10 doctor or dentist bills. This program is designed to insure every company employee against financial ruin in the case of a serious illness in the family which might bring medical bills of \$5,000 or more."





## Stock Market Quotations Make

# Good Reading For Many Employees

Favorite reading for over 43 per cent of our employees is the financial page of their daily newspaper.

And it's no secret why. They own stock in our Company—purchased through the Thrift Plan program which began August 1, 1957.

Since that time, employee-owners have watched the steady rise in value of their common stock from around \$36, at the beginning of purchases through the Thrift Plan, to today's \$60 plus per share.

Others investing in a savings plan, have seen their bank accounts grow steadily, not only through interest collected, but by the 50 cents on every dollar they invest contributed by the Company to the program.

Attesting to the popularity of the Plan is that almost nine out of ten, or 87 per cent, of eligible employees are now participating. And, even more interesting, is the fact that about half of those participating contribute the maximum 6 per cent of their salaries to the plan.

The totals for the end of 1958 are shown at right.

		Shares	Amount	Per Share Average
Preferred Stock Purchased	1,100	\$103,678.91	\$94.254	
Uninvested Cash allocated to Preferred Stock Purchases			19,919.08	
Common Stock Purchased	11,991	525,248.23	43.804	
Uninvested Cash Allocated to Common Stock Purchases			68,205.99	
Cash Invested in Savings Accounts		314,505.34		
Total in Trust			\$1,031,557.55	

Purchases on Gulf States stock made by the Trustee during March covering employee deductions and Company contributions through February were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost Per Share
Common	660	\$40,986.67	\$62.10102
\$4.40 Preferred	108	10,095.80	93.47963

The Trustee deposited \$19,481.58 with the Savings Department of the First National Bank.

## EEI President Tells Of Utilities Expansion

America's investor-owned electric utilities are ready to provide, in full and on time, the electric power necessary for the increasing demands of national defense and continued economic progress.

So stated J. E. Corette, outgoing president of the Edison Electric Institute and president of the Montana Electric Company, at E. E. I.'s 27th Annual Convention at New Orleans' Roosevelt Hotel, April 6.

By 1965 we plan to have 250 million kilowatts of installed generating power—giving us a lead of 142 million over Russia even if the goal of their building program is reached.

Company officials attending the meeting were: Roy Nelson, president; E. L. Robinson, vice-president; W. H. Gieseke, vice-president; J. J. Morrison, executive vice-president; G. R. Fulton, executive vice-president; Ralph Cargill, vice-president; Alan Hastings, assistant to the president; and Glenn Richard, treasurer, all of Beaumont.

Others attending were: H. C. Leonard, executive vice-president, and H. E. Brown, division manager, and E. A. Werner, vice-president, from Baton Rouge; and E. L. Granau, vice-president, Lake Charles, and C. M. Scott, division manager, Port Arthur; and H. C. LeVois, division manager, Navasota.

## Stock Sale Authority Requested by Our Company

Our Company has filed an application with the Federal Power Commission seeking authority to issue and sell, at competitive bidding, 250,000 shares of common stock, no par value.

Proceeds from the sale, estimated by the company at about \$14,942,550, would be used to reimburse our treasury in part for construction expenditures previously made which will enable it to repay all short-term notes outstanding as of the date of issuance of the stock and to carry forward its current construction program. Our expansion program for the four-year period 1958-61 requires the expenditure of about \$194,000,000. The 1959 portion of this program is approximately \$57,000,000.





# MAN WITH A SLIDE RULE

by

DON HINKLE

Since engineers talk in a rather specialized lingo, here is a simplified list which should explain some of the more common terms that appear both in their conversation and in this story.

**DEMAND:** The request for electricity that is placed on the system's turbo-generators. Whenever a light switch is flicked on, it is a demand for electricity. A **demand area** is a concentrated service area: a large group of industries or a city.

**LOAD:** If two customers demand 50 kilowatts of electricity each, then there is said to be a load on the turbo-generator of 100 kilowatts.

**CAPABILITY:** Just as a car engine is capable of running at 100 mph, so is a turbo-generator capable of generating a stated amount of electricity at any given time.

**KILOWATTHOUR:** A unit of measurement of electric energy, just as a gallon is the unit of measurement of a quantity of water. Abbreviation is KWH.

**VOLTAGE:** The voltage of an electric system is the measure of electric pressure, like the water pressure in a water system.

**CONDUCTOR:** Anything that can serve as a carrier of electric current. For the purpose of electrical transmission, our Company uses either aluminum wire, copper, or an aluminum wire supported by a steel core (ACSR).

**TRANSMISSION LINE:** The large lines that carry voltages above 13,000 volts. They are used to carry huge amounts of power for long distances.

**DISTRIBUTION LINES:** These are the lines that carry power at 13,000 volts and under. **Primary** distribution lines leave a substation and bring the electricity to residential or business areas, where it is dispensed by **secondary** lines, which carry 110, 220, or 440 volts. **Service** lines connect secondary lines to the customer's home.

**TRANSFORMERS:** Change the voltage for purposes of transmission or distribution. Can either increase or decrease voltage as needed.

Nature and Time are tough antagonists. And the engineer—the man with a slide rule—has to battle them every day to get his job done. The pressure is on him because much of the success of our Company as a public service utility depends on his success.

The engineer races against time when he plans our construction program for years ahead. He pits his engineering skill against nature to help our Company provide dependable service. And he works continually to hold down costs by improving methods of generating and transmitting electricity. His responsibilities—already heavy—grow as the Company grows.



## PLANNING

The planning engineer at Gulf States is a scientific prophet. His forecast of future electric requirements is not just a lucky guess—it's a reliable estimate, flexible enough to be changed if conditions warrant it. In order to foretell the expected growth of population and businesses and industries in our service area, he stays in close contact with our salesmen, and with dealers, chambers of commerce, industrial customers and potential customers. He informs himself on nationwide trends that might affect our area.

Once he has accumulated all the facts, he projects them into the future. He decides how much generating capacity our Company must add during the next 10 to 15 years. He must look so far ahead because of the long three-year period required to build a major generating unit.

Out of his studies slowly emerge the startling results: Our Company will have to triple its present generating capacity by 1970 in order to meet a demand that will approach **four million kilowatts**.

But how will we provide that much power so quickly? Shall we build new generating units right now? Or will we plan to buy that added power from our neighboring utility companies and wait before we build the units?

Here's the problem. If we will need only 60,000 kilowatts of additional generating capacity by the time-limit of three years, and, if we have built a 150,000 unit to provide that electricity, then we will be faced with the problem of having a surplus capability of 90,000 kilowatts, which will stand idle until a growing demand puts it into action. That would be wasteful, both for the Company and for our customers.

Therefore he wants to plan construction of the generating station so that the entire unit can come on the line just before its **full** capacity is needed.

Until the generating unit comes on the line, our Company will probably find it necessary to purchase added power from the other utilities in our power pool. Since we have interconnections with several surrounding utility companies in this pool, the planning engineer may hope to buy or borrow power to supply the demand.\* But can he do this?

If our neighbors have similar grow-

\*Actually, our Company is a member of several power pools. They are like a series of concentric circles, each with a larger diameter than the last so that they enclose and interconnect more and more electric utilities. Nearly every utility company in the United States is enclosed in one or more of these pools. Without these interconnections which enable us to borrow or buy power during emergencies or equipment breakdowns, our Company would have to maintain a constant 20 percent generating capability over and above the actual demand for electricity. That would mean an added expense for our customers.

ing pains, they might not have the power to spare.

## CO-ORDINATION

Before he completes his plans, therefore, he has to meet with planning engineers from the other utility companies. Together they discuss each company's particular problem and various plans. If our planning engineer finds that we can't buy power from the pool, then he knows that it will be all right to go ahead and construct our 150,000 kw unit, since we can sell any surplus power back into the power pool and so not experience a loss on our construction expenses.

After his return from the meeting, planning, production and project engineers meet with management to select a site for the new power plant. Because of the high cost of constructing transmission lines (from \$12,000 to \$22,000 a mile), they try to locate the new generating station as near the center of its demand area as possible.

After the best site is selected, the Right-of-Way Department begins negotiations to buy the needed land and the right-of-way for transmission lines to and from the new power plant and also anywhere in our service area where new or additional lines will be built.

Finally, our Company has to get the money to finance this expensive construction. The engineer passes this problem on to the Corporation Department (see March PLAIN TALKS).

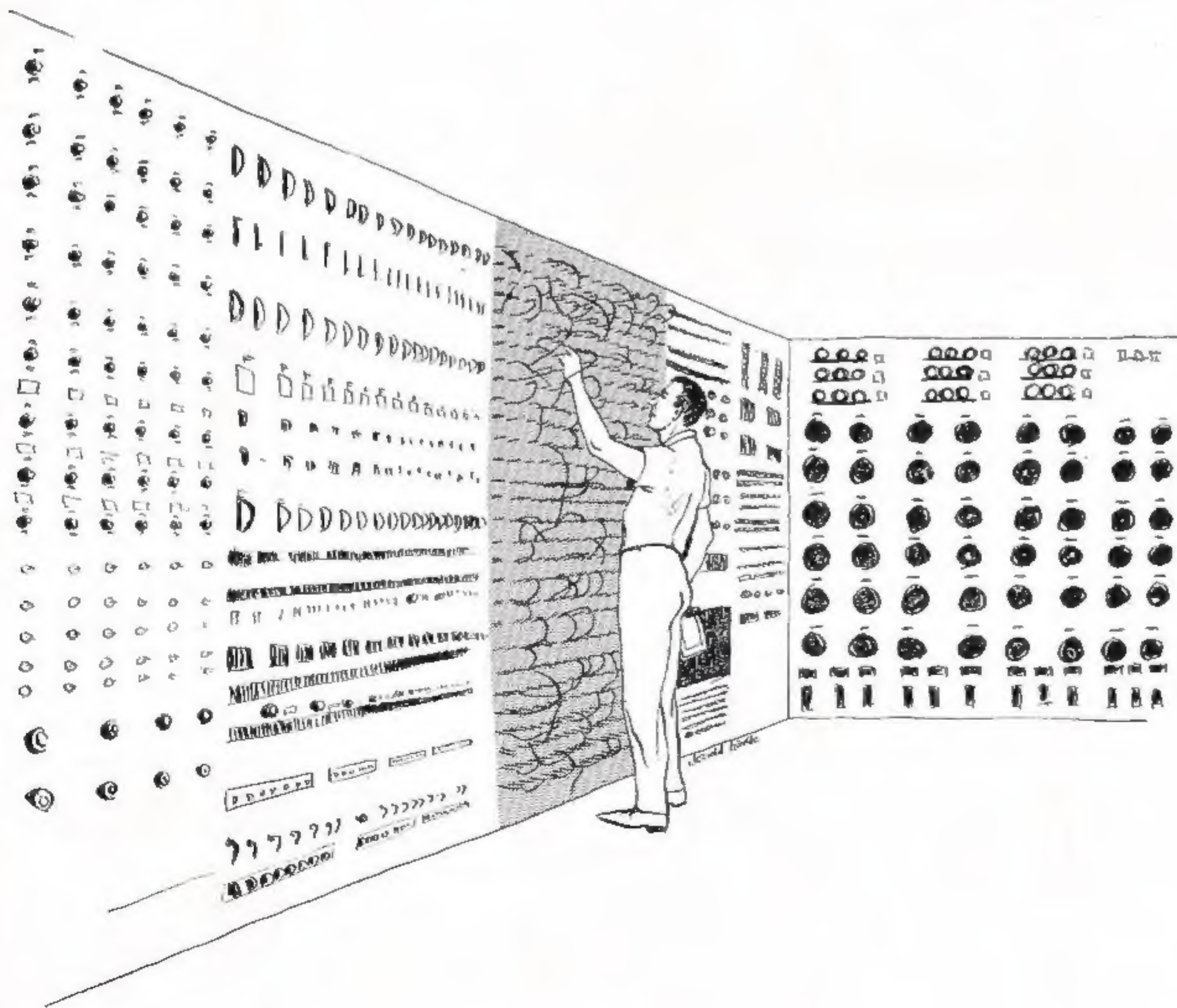
After the statistics and blueprints for the new generating station have been drawn, a contract is signed with an engineering construction firm which specializes in building generating units.

From then on the actual details of construction are handled by the engineering firm and our task force group of engineers, as the planning and project engineers go on to the more complicated—and more expensive—problem of getting the power away from the plant and to its potential customers.

## TESTING . . .

As our transmission system has grown during the years, its interlacing lines have crossed and recrossed, which makes the engineer's job more difficult. Current flowing through a complex maze of routes doesn't always behave just like the engineer wishes it would.

Just as a railroad train could be switched onto the wrong tracks in the confusion of a giant switchyard, so could electric power tend to flow through the easiest routes and leave an area without enough power to meet its demands.







To avoid this, the planning engineer needs a way to test his theories and figures before he initials the expenditure of several millions of dollars on construction work. Fortunately, he has another, faster tool than the slide rule to work with—the AC Network Analyzer at Texas A & M College, which is rented several times a year for this purpose.

And, just as a railroad man could study his own transportation network by duplicating it in miniature with a Lionel train set, so does the planning engineer duplicate our **entire** transmission system in miniature on the analyzing board.

He adds all of the proposed changes to this duplicate network and turns on the power. By checking at vital points he can quickly tell whether power is being distributed in correct amounts to the right areas. Most likely he will have to make changes. Finally, by the trial-and-error method, and about two weeks of work, he succeeds: All of the connections work properly and power flows into thousands of simulated homes, businesses and industries.

### BUILDING

And now the job is handed to the project group engineer who has to design the transmission system and draw its blueprints. He sees to it that the system is constructed properly so that it will deliver good service for many years to come—and, at the same time, keeps a sharp eye on the budget allotted him.

There might be a battle between materials and prices if it weren't for his book of Standards. It contains lists of different materials—poles, insulators, conductors and transformers—and gives him the information as to what jobs each material is best fitted to handle. From it he can select the right

materials according to the requirements of the job and the money allowed for it.

Once completed, his blueprints either go to the Transmission and Distribution engineers in the various divisions who will supervise the construction, or the job will be done by an outside contractor.

But no metal is perfect enough to withstand a lightning bolt; no conductor can resist a misplaced rifle shot; tree limbs can break the lines and ice can load them down so that they snap—the engineer's battle continues against the wilder elements of nature and against materials that, sooner or later, must wear out. He wants his transmission system to be so well-designed that the destruction of any of its separate parts won't seriously interfere with the electric service to our customers. After he has built his system, he must protect it.

### PROTECTION

He begins by working with large demand areas in our system. Where there is only one transmission line feeding into a city or town, he builds to provide two; he loops them around the city in such a way that if one should fail, the other will continue to serve that area.

For this system of line duplication to work properly, there must be relays on the lines at the right places, and this is the relay engineer's job.

Relays are comparatively new developments in electric transmission work. Although small, they can spot a fault in a line and, within 1/12 of a second, cause a breaker to cut off the power source to that line. In this way, the relay stops the faulted line from draining off power intended for the rest of the system. If an alternate line exists, it is brought into play to feed

electricity into the proper area. At the same time the relay alerts the system operator so that he can dispatch a repair crew.

The functions of relays and alternate lines are inseparable. Because the relay engineer has to know the facts about the entire transmission network in order to use his relays to their best advantage he, too, uses the network analyzer board.

In his fault studies, he shorts out a line in order to see what will happen to the voltage in the rest of the system. With this knowledge he can prepare to handle any emergency, whether it involves building another line or increasing the conductor size on a present line.

Not only can a faulty line put homes and businesses out of electric service, but the trouble can cascade back to the generating units themselves. Such a development could throw an entire generating unit out of phase with the rest of the system and cause expensive repairs. So here again, the relays help protect the entire generating and transmission system from harm.

### THE SOURCE OF THE POWER

The engineers of the Production Department work directly on the generating units to keep the power coming—to keep both the machinery and its complicated operating and information systems working properly. The production engineer makes constant studies of his machinery to find the reasons for boiler or generator failures. Out of his research come many new protective measures that reduce the number of failures.

Our service is as dependable as good engineers can make it. The men with the slide rules will keep it that way.

*Number Six of a Series*



## Baton Rouge

### Employee Retires

#### After 16 Years

Eligah Hudson will retire on May 1 after 16 years with the Production Department in Baton Rouge.

A native of Pointe Coupee, Louisiana, Mr. Hudson came to work for our Company during the Second World War in 1943.



ELIGAH HUDSON



J. A. UEHLINGER

### Uehlinger Promoted To Substation Foreman March 1

J. A. Uehlinger has been promoted to the position of substation foreman in the Beaumont T & D Department, effective March 1.

Mr. Uehlinger, born in Corpus Christi, began his employment with our Company in 1928 as a repairman helper in Beaumont. In 1932 he became an electrician helper and, in 1934, was transferred to our Lakeside Station in Port Arthur as station electrician.

While in Port Arthur, he progressed to master electrician, and was transferred back to Beaumont in 1953 with this classification, which he held at the time of his recent promotion.



H. C. MORRISON

### Services Held For H. C. Morrison In Beaumont

Funeral services were held for H. C. Morrison, substation foreman, in Beaumont, March 30.

Mr. Morrison, 57, died in Baptist Hospital, March 28, after an illness of six weeks.

A lifelong Beaumonter, he had worked for our Company for 35 years. He was a member of the First Baptist Church.

He is survived by his wife, Mrs. Gladys Morrison; a son, Rodney Morrison, of Beaumont; a daughter, Mrs. Shirley Bonner, of Beaumont; six brothers, Arthur, J. C., Brandon, James and Frank, of Beaumont, and Claude, of Albuquerque, New Mexico; and three sisters, Mrs. Blanch Veillon and Mrs. Clara Allums, both of San Antonio, and Mrs. Nannie Bell Phillips, of Beaumont.

Two of his brothers, J. C. and J. B., are also long-time Gulf Staters.

## Service Awards Dinners Announced For May

Service Awards dinner meetings honoring employees with 10 or more years of service with the Company will occur the week of May 4.

Dinner meetings are scheduled as follows:

*Port Arthur*—Monday, May 4, at the Port Arthur Country Club.

*Baton Rouge*—Tuesday, May 5, at the Capitol House.

*Lake Charles*—Wednesday, May 6, at the National Guard Armory.

*Beaumont*—Thursday, May 7, at the Harvest Club.

*Navasota*—Friday, May 8, at the Conroe Hotel, Conroe.

All meetings begin at 7 p.m., except the Port Arthur affair, set for 7:30 p.m.

Baton Rouge colored Service Club members will be honored May 6, at the Shiloh Baptist Church. All other colored members will be invited to the Service Center in Beaumont, Saturday, May 9.

Nearly half of our more than 2,700 employees are Service Club members.



# Electronic “Pot-Watcher” Pays Off

“How can it be done better and safer?” is the question always confronting Gulf Staters in every department of the Company.

An important job—and one that is carried on continually—is the testing of hundreds of distribution transformers which help keep electric voltages at their proper healthy levels to serve the homes, farms and industries in our area.

So hats off to R. D. “Dick” McMillian, Port Arthur transformer repairman, who has perfected a device which does a better and safer job of testing transformers.

The tester is mounted in a plywood cabinet with all dials and switches on the front panel. The leads which are clipped to the transformer terminals are

at the rear of the device and cannot be reached from the front.

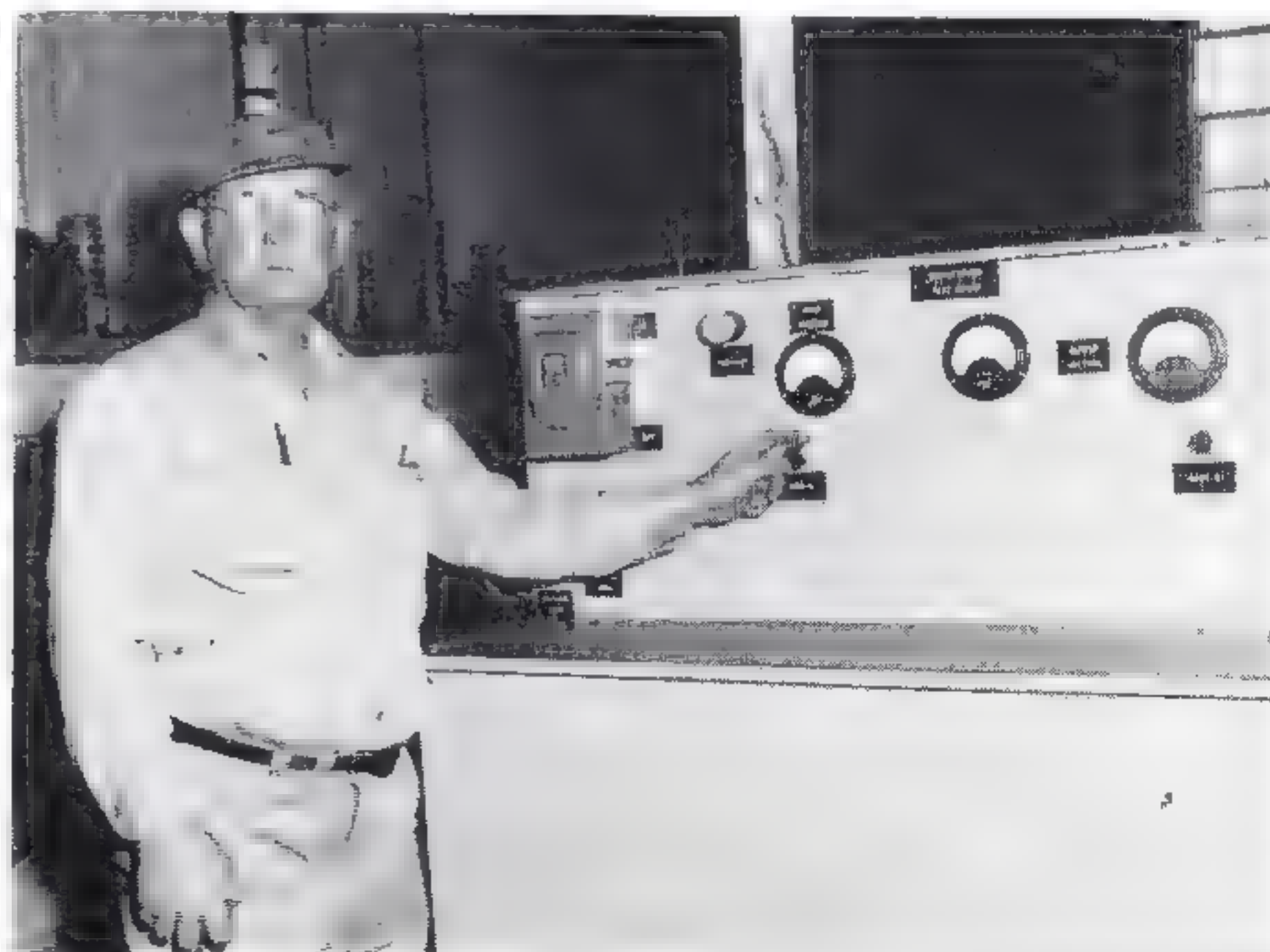
A safety feature of this tester is that a main switch must be on to energize the machine, and the switch is where it can be easily opened for inspection to see if contact is broken before the operator goes to connect the transformer.

Also, no energy is fed to the leads until spring-loaded pushbutton switches are pressed and held in manually. As soon as the button is released, it opens and no power is fed to the leads. As an added safety factor, the testing area is roped off when the device is used.

This novel instrument can be used to test both 7620 volt and 2400 volt transformers.



Keeping distribution voltages up to par in neighborhoods throughout the system are the jobs of hundreds of transformers. But the transformers need regular check-ups to stay healthy. R. D. McMillian shows where the power goes round-and-'round to come out these leads and into the transformer to be tested.



You have to have the right combination of dials and switches to make this testing device operate. The main switch, left, energizes the tester and pressing the correct button sends power through the transformer being tested.





Parker Allen, residential sales manager, system, and his pet, the electric water heater.

## My Most Satisfying Sale

# Enthusiasm Helps Sell

By Parker Allen  
Residential Sales Manager, System

*Editor's note: Plans for doubling our Company's capacity to produce kilowatts of electricity are being carried forward rapidly. Much of the power will be needed immediately by large industries in our area. But generating equipment not being used is not good business. By selling the electric way of life to our neighbors, our friends and even our casual acquaintances, we can all help Gulf States continue to grow and prosper. This article, appropriately penned by the manager of our Company's Residential Sales Department, is the first of a series of real sales experiences which we hope will prove inspirational and helpful to every employee.*

Although I have had many pleasant assignments in my 40 years experience in selling, something that happened quite recently was my most satisfying sales job. In my system work, I seldom get the opportunity to make personal sales, naturally. However, last summer I **did** make a most satisfying sale on electric water heating.

Here's how it happened—and it could happen to any employee.

One night at a Sales Executive meeting I sat next to a prominent electrical contractor in Beaumont. During the course of dinner he mentioned that he had to purchase a new water heater because his was leaking, not only water, but some gas, and his wife was very much afraid of it. I immediately

expressed surprise that he had a gas heater and asked him why he didn't have electric, knowing that only two years earlier he had built a very beautiful ranch type home, costing in the vicinity of 30 or 40 thousand dollars. He said that the reason he had not put in electric water heating was because he always considered it too slow, costly and not very satisfactory. However, he did mention that he had everything else electric in his home, including air conditioning. Being a fanatic on electric water heating, I immediately started talking to him about getting an electric water heater. He kidded me and I didn't think I had made much of an impression with my sales pitch.

The next morning I received a telephone call from him at about 10:00 a.m., and he asked me if I was still sold on electric water heating. After some joking back and forth, he asked if I would send out a good salesman on water heating and check his house over to see if it would be practical to use one. I told him that I was an expert and was half way out to his house then and would he meet me? He said he would and we met at 10:30 a.m.

He really did have a water heating problem. His home contained 2½ bathrooms, a laundry at one end and, much to my surprise, he announced that he

had a circulating hot water system. His old gas heater was located in the center of the house and was a 50-gallon model.

After looking his situation over, I told him if he would put in two 40-gallon, quick-recovery, table top, electric water heaters, one where his present gas heater was and the other near his laundry equipment, that I felt confident they would do the job and that he would be very happy. I advised him that this would only be a practical installation if his circulating system could be eliminated and if the plumber could make the installation at a reasonable cost. He said he would check with his plumber.

A few days later he called me and said that the plumber could work his installation out satisfactorily and for me to send him two electric water heaters. They were installed last fall and so far he has reported to me at each club meeting how very satisfactory the installation is, both as to an ample supply of hot water, and as to operating cost. He really is a very satisfied user. In addition, to my personal knowledge, he has recommended and sold several electric water heaters on jobs handled by his company.

*Have you made a sale which you think might prove interesting and helpful to others? In your own words, send your story to Plain Talks, Beaumont.*



# Electric Servants

## Put Z I N G into Spring Housecleaning



Mrs. Jo Ann Irvin, Beaumont Engineering Department, puts Reddy Kilowatt to work helping with Spring housecleaning. She buffs . . .

It's Spring! The humming of vacuum cleaners blends with the robin's song as modern homemakers imitate Mother Nature by cleaning off the smudges of Winter and put their homes in top shape for Summer.

Spring fever is brushed aside, for awhile, as Mom sweeps even Dad and the kids into a frenzy of clean-up, fix-up activities—and Reddy Kilowatt, as usual, plays a starring role in Spring Housecleaning, 1959.

Modern homemakers know that electricity takes much of the work out of getting homes ready for the coming year.

The vacuum cleaner has replaced the broom and dust cloth for many chores,

including Dad's annual attack on the family rugs. It's also good for cleaning dust off air-conditioning units, refrigerator coils and walls.

### Clean Better . . . Electrically

Waxing not only shines wood finishes, but protects the surfaces throughout the house from scuffs, scratches and stains. Waxed with an even coating of either paste or liquid wax, floors are allowed to dry before buffing with, of course, an electric buffer. They can be bought or rented very reasonably. Incidentally, waxing window facings and woodwork keeps rain and moisture from spotting the paint or varnish.

Renovating blankets, drapes and other washable winter fabrics is duck

soup for the electric washer and dryer, prior to storage. Need plenty of hot water? That's where an electric water heater comes in. A word of caution: make sure the fabric is washable and follow the manufacturer's recommendations for laundering.

Air-conditioners, attic fans and portable fans need cleaning and oiling to insure a summer of trouble-free operation and comfort.

Air-conditioning units may have sealed bearings and need no oiling, but it is wise to check and make sure. If lubrication is called for, follow the makers specifications. Filters and coils must be cleaned of dust that collected from the intake of air last season and





shines the electric mixer for making electric-better meals for her family, . . .



cooks meals automatically in the electric oven, leaving more time for other housecleaning duties . . .

if the drain pan is in danger of becoming stopped up with lint, you must free it.

With all the work of housecleaning, your family needs nourishing meals. Here's where your electric range comes in, it cooks your meals automatically as you work and has them ready at any specified time. All you have to do is prepare them ahead of time and set the controls.

Other helpful hints on Spring Housecleaning are:

- If a fabric has a shine after being ironed, a piece of fine sandpaper gently applied will remove most of the unwanted gloss.

- Meanwhile, back in the living room, Dad grunts under the job of moving the couch. Besides a possible strained back, his temper may be getting the best of him. A piece of heavy duty waxed paper under the legs will solve his problem and allow him to simply slide the bulky furniture across the floor.

- There is no easy way to wash the windows. But, using either liquid window cleaner or cleansing powder and elbow grease, a sparkling result can be obtained.

- One trick to cut time in removing streaks left after wiping the panes, is to rub horizontally on one side of the glass and vertically on the other. This way makes it easy to tell which side the streak is on, thus eliminating the possibility of trying both sides before removing the blemish.



while little George helps Mom vacuum under Dad's watchful eye . . . (Dad works in Customer Accounting in Beaumont.)

Safety is all important in the cleaning operations. Make sure ladders, stools and other equipment are in good condition and use them safely. Before cleaning any electric appliance, unplug it. And, never attempt to clean or oil machinery while it is in operation.

With electric appliances, American know-how and practiced safety, Spring housecleaning can be fun . . . almost.

and finally Winter clothes and blankets are washed and dried electrically.





# Navasota Is Best In Safety Contest

Port Arthur Pleasure Island

Golf Course

May 30, 1959

*Three Awards Copped  
By Bluebonnet Boys*

It's a safe bet that you're on safe ground when you talk about safety records to Navasota Division employees these days.

At the Navasota Division husband and wife safety meeting held recently in the Conroe Hotel, at Conroe, no less than three safety awards were spotlighted for 1958 achievements.

The 104 members of the Gulf States family present saw their division honored with:

- **The Roy S. Nelson Trophy**, presented each year to the division with the best standing in the personal injury section.

- **The President's Award**, presented each year to the division with the best motor vehicle safety record.

- **A Special Life Saving Scroll**, presented to members of the Cleveland Line Crew, who on August 4, 1958, successfully revived their foreman, E. L. Hegwood, whose breathing had stopped due to food strangulation.

Navasotans can be proud of their part in helping the Company win the 1958 national Award of Honor, the National Safety Council's top safety honor.



Navasota's outstanding safety record was instrumental in the Company's winning the National Safety Council's Award of Honor for 1958. Surrounding the coveted award are Frank Jones, safety director, Beaumont; George R. Fulton, executive vice president, Beaumont; H. C. LeVois, Navasota Division manager and Jack Kirkland, Navasota Division operations superintendent.



Recognition for the six men who saved a life is presented by Navasota Division Manager H. C. LeVois to these members of the Cleveland T. & D. line crew who successfully revived their foreman, E. L. Hegwood, on August 4, 1958. Presentation of the framed scroll to crew members was a high point of the husband and wife safety meeting in Conroe. Left to right are B. Z. Masters, J. W. Jackson, B. Lilley, Mr. LeVois, Joe O'Neill, W. Allen and S. D. Wells, Jr.





Mrs. Margie Gray, senior clerk in the Beaumont Credit and Collections Department, politely explains a bill to irate "customer," Helen Clark, senior stenographer in Credit and Collections. No matter how disturbed the customer, our contact people must use politeness and tact at all times.

*Treasury Employees Practice Minding their*

# P's and Q's

*in Customer Relations Courses*

How many times have you left a store, a restaurant, a service station or a hotel, determined never to return, because one employee was abrupt, slovenly or inattentive? A single contact soured you forever on the entire employee staff, the management and the product.

You probably muttered, as you drove away, "What lousy public relations. They ought to do something about that guy."

A company like ours, with over 275,000 customers scattered throughout 28,000 square miles in two states, has an even more serious problem. You didn't have to go back to the establishment with such lousy public relations, because there's always another place you can do business. But our customers have no choice but to use our service.

## Winning Friends for GSU

Fortunately we have long been aware of our responsibilities to the public.

Our Training Department conducts training courses regularly to keep employees reminded of the important part they play in building and keeping a good reputation.

During March, April and May, some 125 Treasury Department employees from all over the system are attending five three-day training courses in the Beaumont office building.

When they return to the job the clerks, meter readers and collectors will be much better informed on the Company's operations, organization, financial structure, rates and history. They will hear 26 employee-trainers explain that simple courtesy, understanding and good manners are the cornerstones of good public relations.

Every day our employees contact, in person or by telephone, some 15,000 customers. Training sessions like the Treasury Department's show how easy it is to make each "contact" a friend—or an enemy—of our Company.



Another face of the customer is shown by Phyllis Lancon, clerk, as Dorothy Silman, clerk, patiently tries to clear up the misunderstanding. These two girls are in our Beaumont Credit and Collections Department.





The postman, or girl, cometh. Mary Matthews, Baton Rouge Mailroom, makes one of her four daily deliveries to Delores Easley, in the Sales Department.

# MAIL CALL

In the modern electronic age, communications travel with the speed of light. Our new microwave system is a speedy example.

But, let's not take for granted the vital part the "old-fashioned" mail plays in the efficient operation of a large business like our Company.

The first order of business for Gulf Staters, like any other businessmen, is the sorting and opening of their daily mail. Before conferences are arranged, sales calls scheduled or engineering jobs planned, Gulf Staters read and answer their mail.

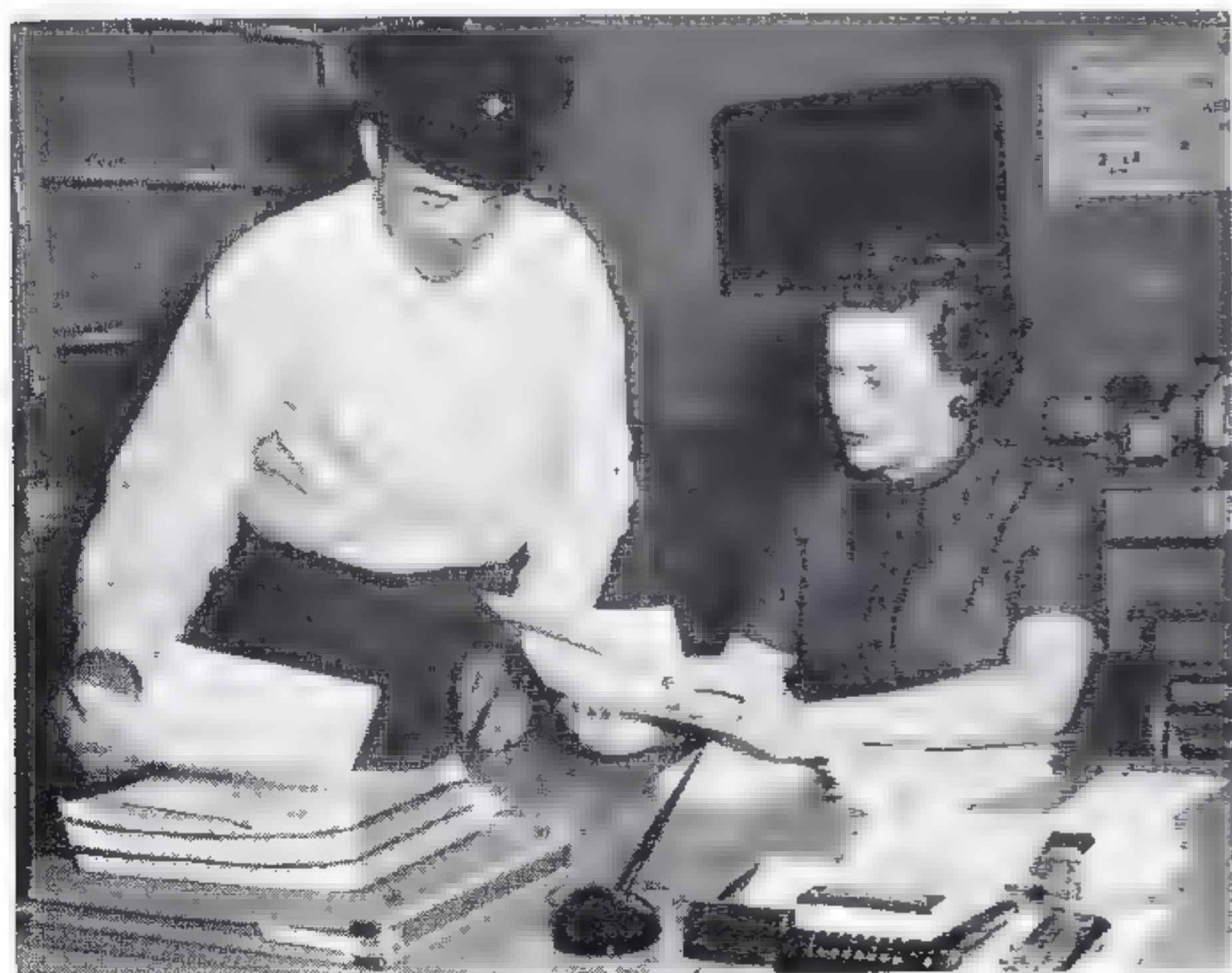
There's plenty of mail to handle, too, incoming,

outgoing and intra-company. To illustrate, let's see what would happen if no mail were delivered and all our business had to be carried out through the telephone.

If one day's mail between two Beaumont parties could be handled by one telephone call, the switch-board operators would have an additional 18 calls a minute added to their normal load. Baton Rouge operators would have to handle 16 additional calls a minute.

And this would take care of only the messages in the first-class mail processed by the mailrooms of

It's a puzzlement. Mrs. Carolyn Murphy and Joe Lopez, Beaumont Mailroom, discuss a problem concerning the routing of mail through our Main Office Building.



You gotta pay according to the weight. And John Sam, Beaumont Mailroom, weighs each package to determine the amount of postage necessary to carry it to its destination.







Bernice Fread, Navasota PBX operator, also has the duty of sorting, stamping and delivering the mail to all the offices.

these two divisions.

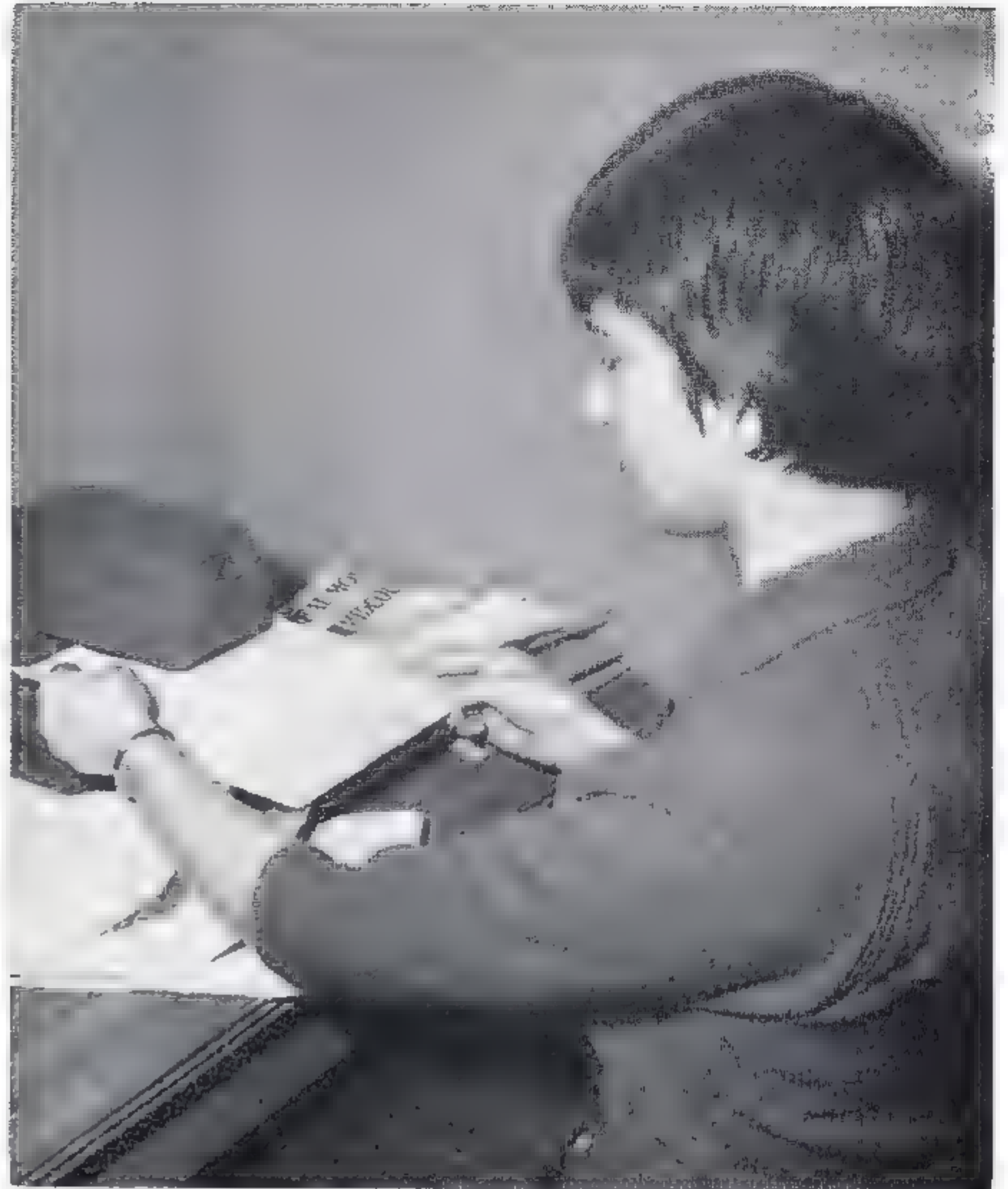
No doubt about it, the mailrooms in all of our offices are important cogs in our business machinery. The mailroom employee's day starts early. In our larger offices, the first of the day's average of 100 to 150 pounds of first-class mail is picked up at the post office at five a.m. and again at six. This mail is sorted and delivered to each floor before eight a.m.

From eight a.m. until five p.m., mail is delivered and picked up on each floor of the Beaumont Main Office every hour. Baton Rouge offices receive their mail four times per day during working hours. In the Lake Charles, Port Arthur and Navasota Divisions, our offices regulate mail deliveries to the Federal Post Office in those areas.

Some indication of the huge quantity of mail processed by our mailrooms, is the average monthly mailing cost of \$2,000 for outgoing postage in Beaumont alone.

Our mail helps build good public relations, too. Outgoing mail, through postage meter messages, helps us sell electric living and parrots other worthy causes all year 'round. Thousands are reminded to "Keep Christ In Christmas," "Buy Easter Seals," or of "National Library Week."

In Beaumont, mailroom employees are a part of the Records Department, and, in Baton Rouge, Lake Charles and Port Arthur, the Customer Accounting Department. In Navasota, the PBX operator has charge of the mail and smaller offices usually designate a clerk to handle the postal distribution.



Name of Company, date and time are stamped on each invoice received through the Beaumont Mailroom by Mrs. Lavern Hatton.



Just set the dials and this machine, operated by Betsy Farr, Beaumont, gives you the correct postage on gummed tape.





These two banks, the Jeff Davis in Jennings and the Lakeside in Lake Charles were recently opened and are examples of how electricity aids in every phase of business today. Well lighted and air-conditioned,



these two banks provide customers and employees with year-around comfort. Like other signs of growth and prosperity in the area we serve, the establishment of these two fine institutions are indications of the bright future of the Gulf Coast.

### OUR MAGAZINE CITED

PLAIN TALKS last week received its second consecutive \$100 Award of Excellence in the fifth annual nationwide Traffic Safety Awards program, sponsored by the American Association of Industrial Editors.

The award was announced at the AAIE's annual three-day convention in Syracuse, New York. Awards totaling \$2,550 were presented to 16 company publications.

The awards honor outstanding highway safety promotional efforts of the nation's industrial press, which includes some 9000 magazines and newspapers published by American industry. Co-sponsors of the annual program are: Allstate Insurance Companies, American Trucking Associations, Automotive Safety Foundation, and the Esso Safety Foundation.



**WORKING GIRLS LEARN THE ELECTRIC—BETTER WAY TO A MAN'S HEART.** Electric utility people, naturally, see and hear plenty about the advantages of kilowatt cooking. But some, being working girls, don't have as much time to practice as their homemaker friends. At our Company, we try to practice what we preach, and here's an example. Mrs. Grace Brooks, Beaumont home service advisor, recently held ten cooking classes for women employees in Beaumont. The girls learned new recipes and tips on how to get the most out of all of their electric appliances. Now they not only help bring home the bacon, they cook it better, electrically.

## Raywood Station Will Boost Power Supply In Two Counties

Our Company has begun construction of the 45,000 kva Raywood Bulk substation near Liberty, and is securing right-of-way for 17 miles of line which will supply Liberty and Chambers Counties with plenty of electric power to meet their growing demands.

The new 69,000 volt line will bolster the existing 34,000 volt transmission line serving the Anahuac area and assure a more dependable supply of power for the two Texas Counties.



C. M. Choate, Anahuac district superintendent, inspects the progress of Raywood Bulk substation as Mary Fowler emphasizes that this station will assure a dependable and adequate supply of power in Liberty and Chambers Counties.





Four of these Beaumont operators, using this new booth arrangement can handle 130 customers in a half-hour.

## Good Communications + Prompt Attention = A Satisfied Customer

Any emergency in our job of serving about 1,000,000 people calls for quick, decisive action. And, action demands good communications.

If an emergency interrupts service to hundreds of customers, those hundreds pick up their telephones and call the Gulf States Service Center in that area. Each call, of course, must have prompt and courteous attention.

In an effort to provide faster service in reply to trouble calls, by speeding up communications, the Operations Departments in Beaumont and Port Arthur have installed open-front emergency telephone answering booths in their Service Centers.

During emergencies these booths are manned by members of the T & D Engineering Department, who use head telephone sets to handle incoming calls. These portable headsets leave the hands free for copying messages.

To hold noise to a minimum, the booths are sound-proofed on three sides and the ceiling. A signal light announces a customer wanting attention, rather than the usual bell. The booth

positions are extensions of Service Center phones—in Beaumont four are from the division operator and four from other office phones in the building. Port Arthur booths are extensions of the division operator phones.

When trouble strikes, each of the normally used instruments is disconnected, routing customer calls directly to the booths.

On March 5, the Beaumont system had its first trial. A tree broke a feeder line in the city, knocking out a substantial number of customers. Four operators handled 130 customer trouble calls during a 30-minute period.

Units in the field receive their signals from the emergency transmitting room, freeing the central operator to pay full attention to the many switching operations necessary during emergencies.

T & D Departments throughout our Company are studying the effectiveness of these two pioneer installations. If customer service is improved, our other Service Centers will be equipped the same way.



Head-set telephones used by the Beaumont operators leave both hands free to copy messages. Sunnye Hebert, T & D Engineering, shows how it's done.



Janet Beard, Port Arthur, takes a call in their emergency booths using the standard telephone instrument. The telephones here are permanently installed.



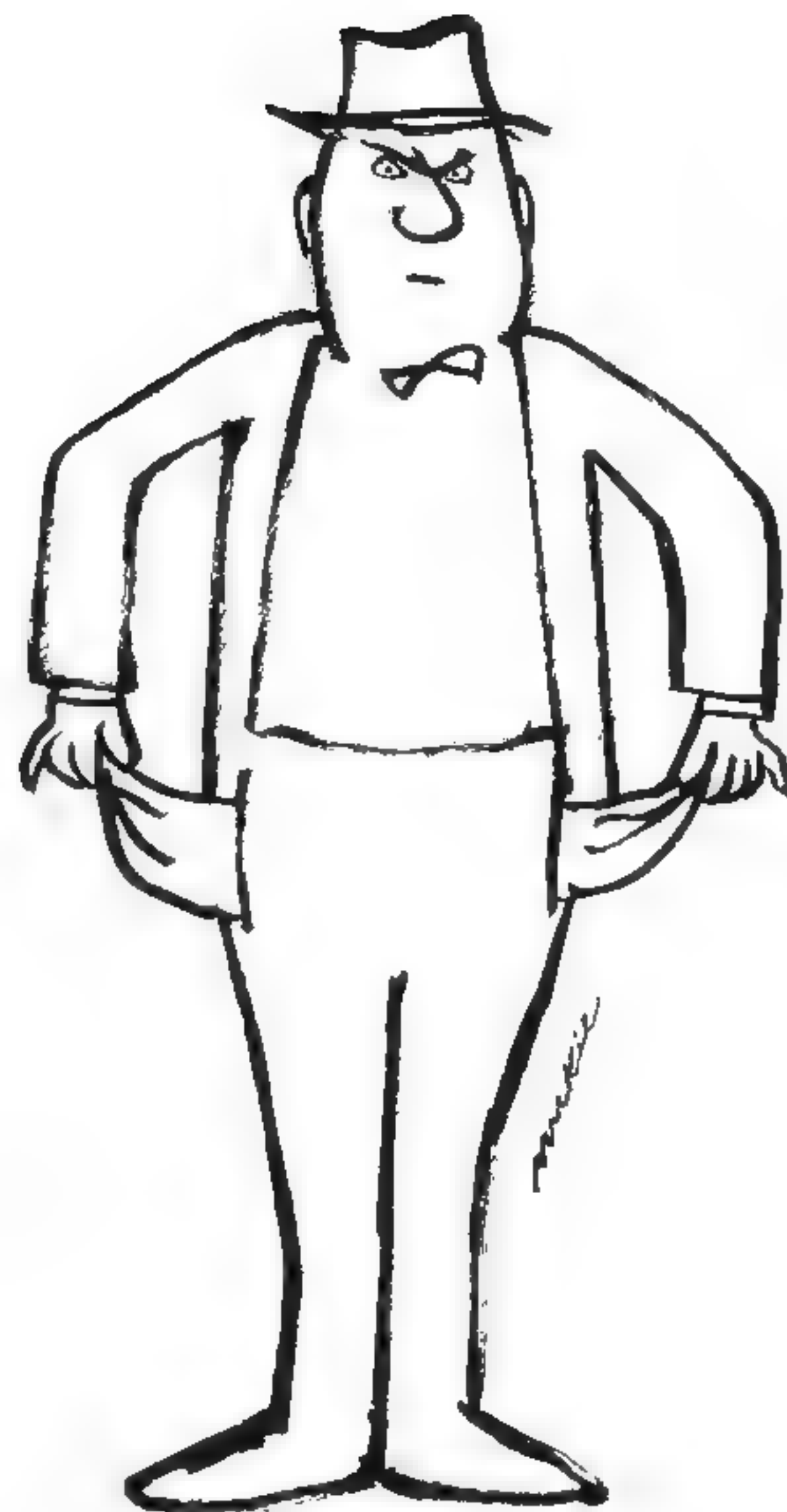
# Testy About Taxes?

Most of us know how downright annoying it is to be "out of pocket," like this disturbed gentleman.

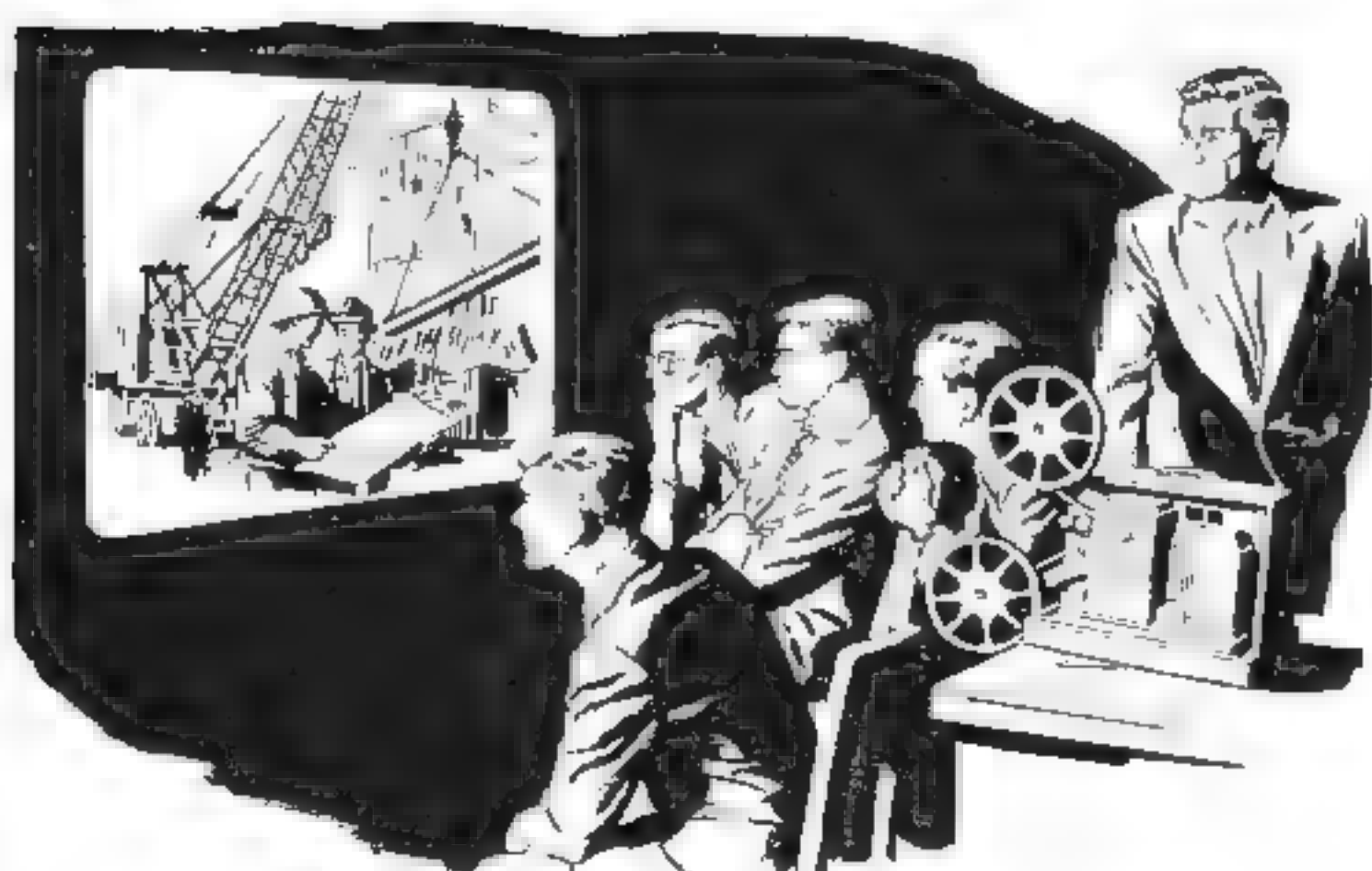
And if we know some of our missing money is in the form of taxes spent on non-essentials, we're likely to be even more agitated.

About now, *you* might be feeling a bit like our flat friend, especially if you've just completed filing your annual income tax statement. That's because you and other Americans have already been taxed about \$5,500,000,000 to pay for federal "public power" facilities. And that's just the beginning. If the "public power" lobbyists and pressure groups have their way, another \$10,000,000,000 of our tax money will go so that government can take over a bigger share of the electric business.

There's only one way to stop this needless spending of our tax money. Tell folks what's going on. They'll soon call a halt so that our tax dollars can do a better job in other fields—where they *are* needed!



## Film Library Covers Wide Variety of Subjects



### FILM CATALOG

These films are for use at employee meetings, schools and conventions. They may be obtained at the Company Film Library, System Sales Promotion Department, Beaumont, Texas.

What better way to learn than through movies written and produced by masters of education and entertainment?

Available free to employee groups, civic groups or clubs, and schools are 16 mm films covering subjects from the atom to curing hay. Credits on the 37 movies in the library contain names like Walt Disney, Eddie Albert, Marjorie Reynolds, RKO-Pathe, Inc. and many others.

To get any of these motion pictures for your group, contact V. P. Gayle, sales promotion director, in Beaumont.

Film subjects are:

**GENERAL**—A Family Affair; Better Than Kings; Clean Waters; Dawn of Better Living; Eager Minds; Freedom and Power; Meet Mrs. Swenson; Our Friend the Atom; People, Products and Progress—1975; Reddy Made

Magic; Singing Wires; Something Wonderful Happens; The Atom Comes to Town; The Power of Free People; The Price of Freedom and Trees and Power.

**LIGHTING**—A Lamp is Lighted; Bright Future; Dawn of Better Living; Light is What You Make It and Father Sees the Light.

**ELECTRIC COOKING**—Ingredient "X"; Just Like Magic; Meet Mrs. Swenson and Something Wonderful Happens.

**SCIENTIFIC**—A Lamp is Lighted; Eager Minds; Our Friend the Atom; People, Products and Progress—1975; Reddy Made Magic; The Atom Comes to Town; This is Resistance Welding and What is Electricity.

**WIRING**—A Family Affair; Dawn of Better Living; Magic Link; Meet Mrs. Swenson and Something Wonderful Happens.

**ELECTRICITY ON THE FARM**—Electrified Farming; Farm Family American; Green Hay and Running Water on the Farm.

**SALES TRAINING**—Closing the Sale; How to Sell Quality; Opening the Sale; Overcoming Objections; Presenting Your Sales Case Convincingly; Solid Gold Hours; The Bettger Story and The Power of Enthusiasm.

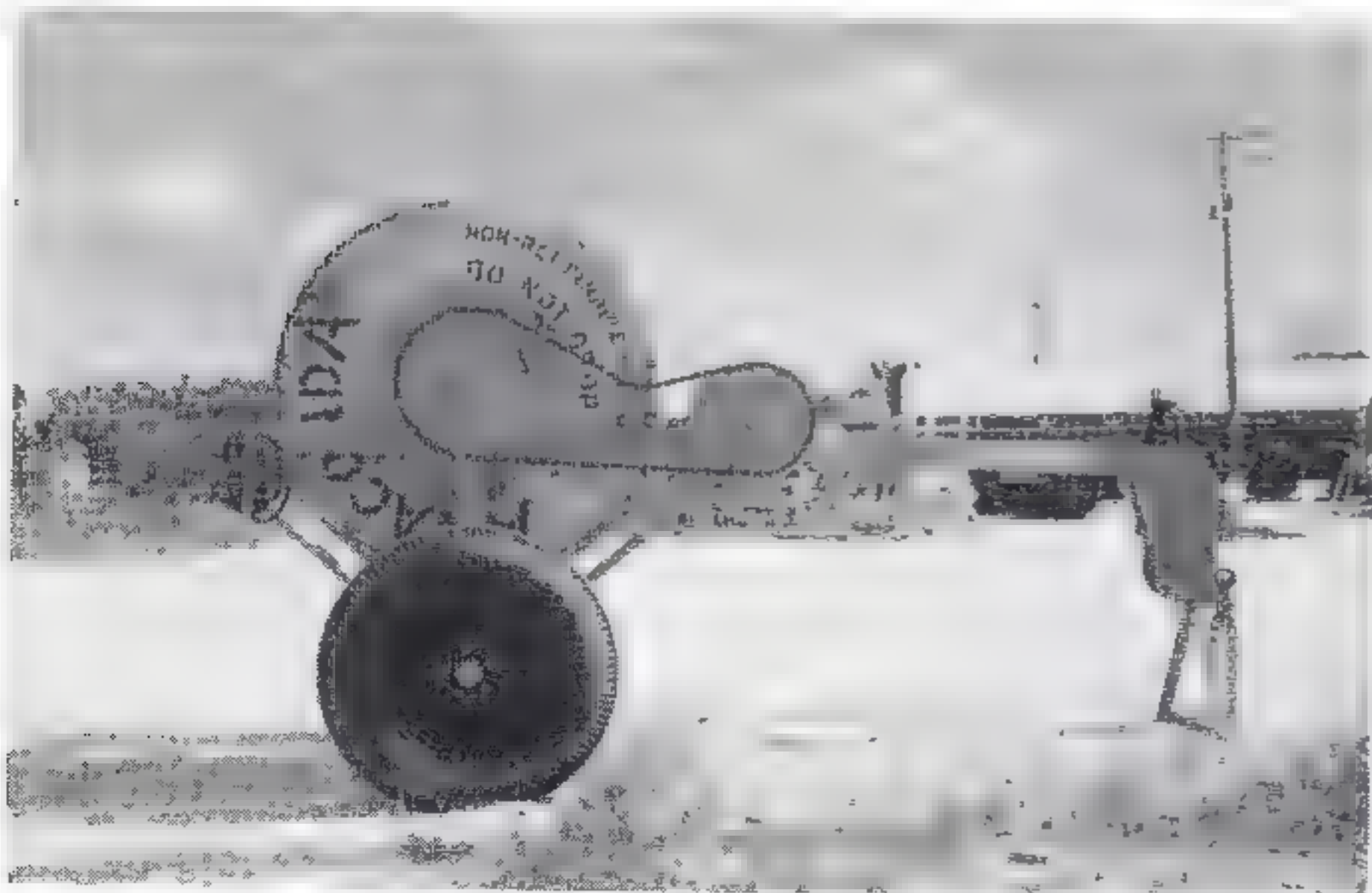


# Safety Begins At Home

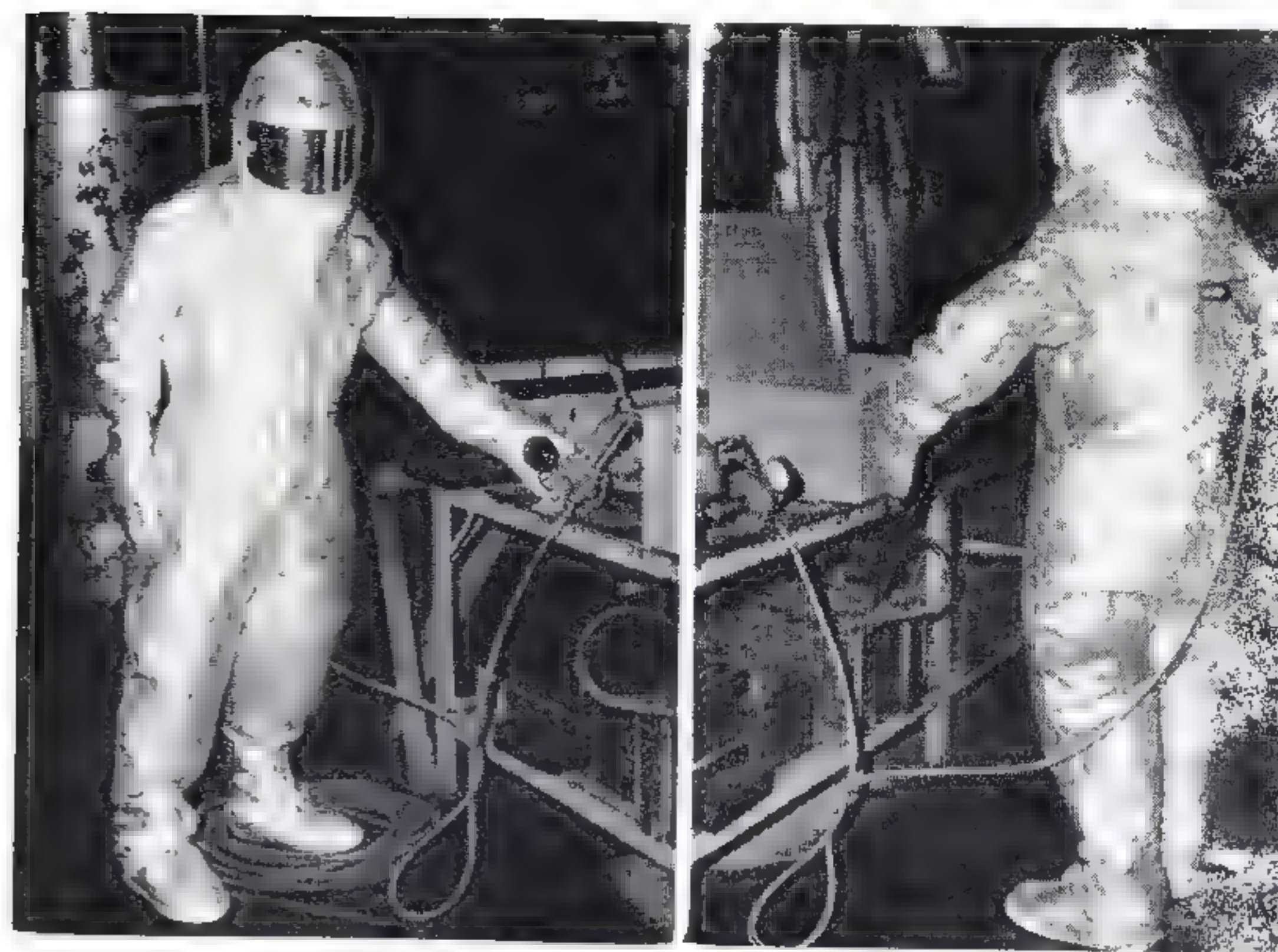
Gulf Staters all over the system last month heard how they have made their duties easier and safer by devoting extra time and effort to solving many problems we face each day.

The gadgets and ideas presented on this page were conceived and developed by Gulf Staters, and they pay off—in jobs done better, quicker and safer.

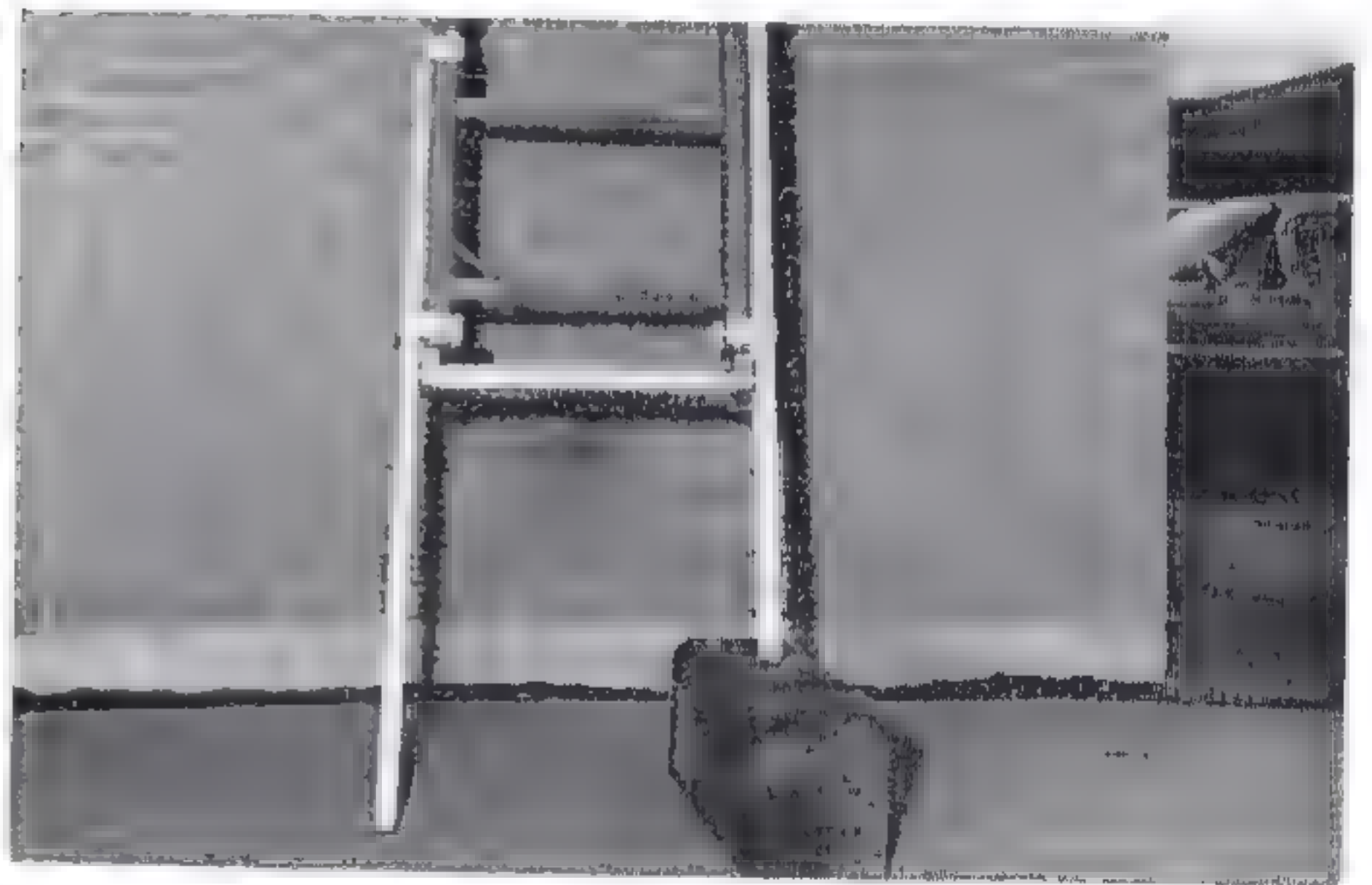
If you have an idea, don't keep it to yourself. Talk it over with your fellow employees, supervisor or the System Safety Department. You'll feel good, knowing that you have helped reduce the chances of an accident happening to a Gulf Stater. All that's required is a little extra effort, time and clear thinking.



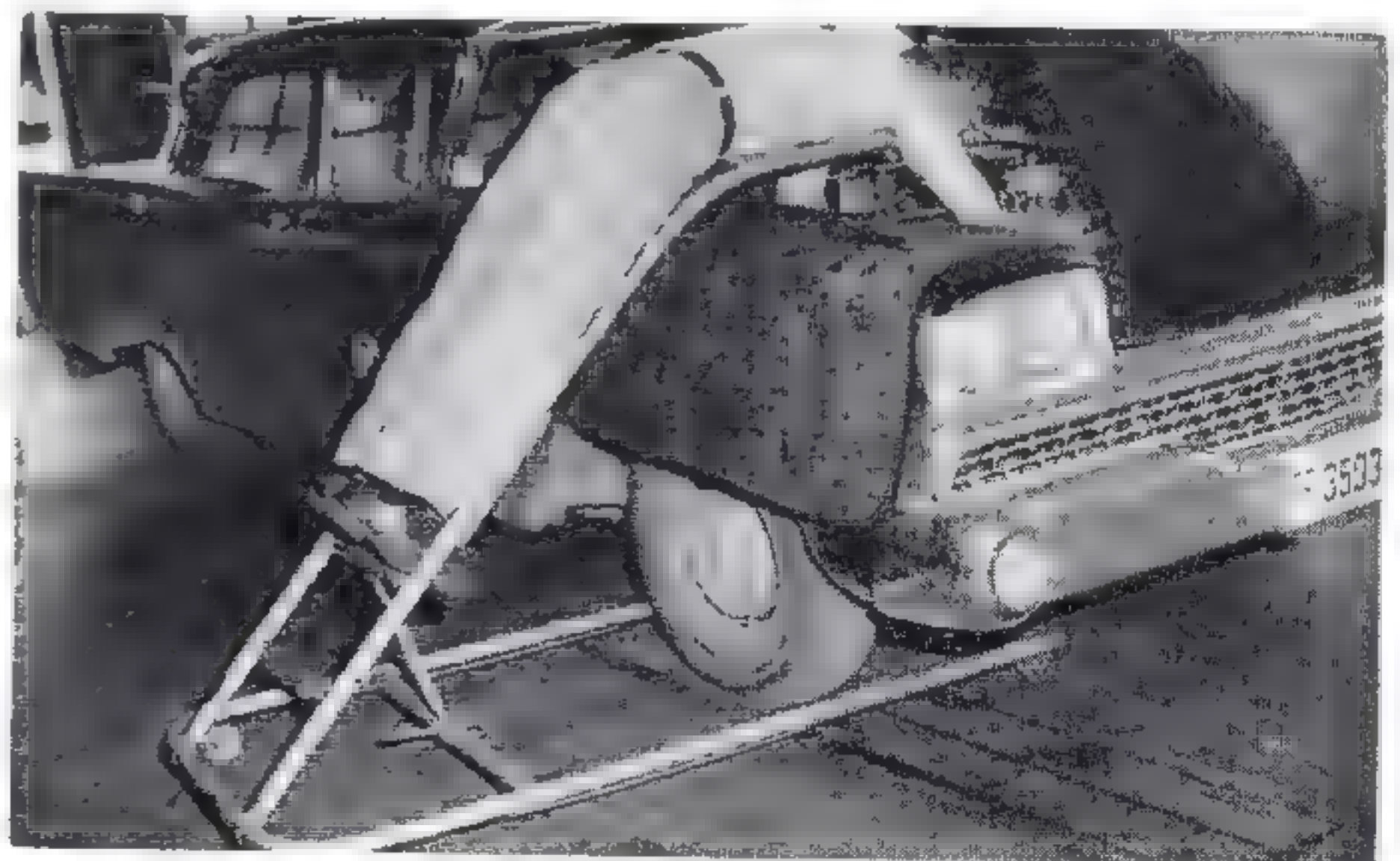
**TENSION WIRE STRINGING TRAILER**—Designed and fabricated in our own shops, this machine makes possible positive grounding of the wire being strung. A locking arrangement assures that any type of wooden reel will stay in place. Hydraulic controls hold tension on the wire as it is being strung.



**HOT REPAIRS**—Production Department employees needed protection when working on steam lines, hot water lines, hot boilers and in other places around a power plant where extreme heat is encountered. This aluminized asbestos suit and hood was the answer. A combination hose and safety cable supplies cool air to the wearer working on a hot job.



**SELF-ADJUSTING LADDER**—Keeping a ladder in an upright position on uneven ground is quite a problem. Here's how an imaginative Gulf Stater found an answer. This attachment assures positive footing on problem surfaces.

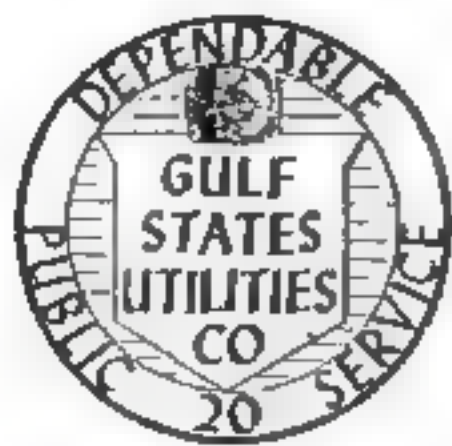


**MECHANIC'S PLATFORM**—Mechanics work in close quarters on trucks. They needed some way to do the job without straining or mounting an unsafe platform. This apparatus solved the problem. Using it, the repairman can safely and comfortably get to inaccessible places in and around engine areas.



# SERVICE AWARDS

40 Years



Elouisee B. Akins  
Treasury  
Lake Charles



F. H. McMurray  
Distribution  
Baton Rouge



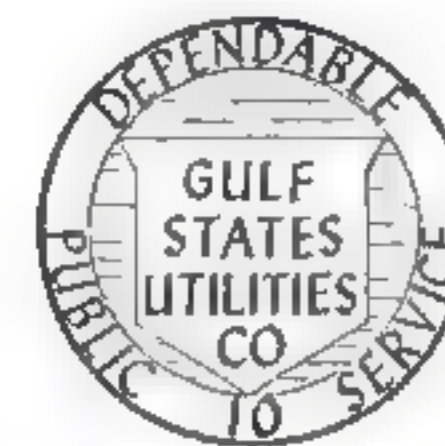
May I. Thomson  
Treasury  
Lake Charles



Mattie Gray  
Treasury  
Port Neches



R. W. Tevis  
Production  
Beaumont



T. W. Mitcham, Jr.  
Distribution  
Beaumont



A. D. Sandifer  
Production  
Baton Rouge



Sara L. Holden  
Treasury  
Denham Springs



J. S. Rougeau  
Distribution  
Orange

## SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				MEDALLION HO.			
	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
Beaumont	3,306	393	11.9	3	748	164	21.9	1	1,905	378	19.8	1	180	30	16.7	1	307	107	34.9	1
Baton Rouge	3,769	720	19.1	1	425	80	18.8	2	1,854	318	17.2	3	200	5	2.5	5	498	115	23.1	3
*Port Arthur	1,396	138	9.9	4	204	21	10.3	5	816	150	18.4	2	60	4	6.7	3	113	32	28.3	2
*Lake Charles	1,998	248	12.4	2	443	78	17.6	3	1,445	242	16.7	4	110	14	12.7	2	209	21	10.0	5
Navasota	1,031	55	5.3	5	280	29	10.4	4	480	60	12.5	5	50	3	6.0	4	73	10	13.7	4
TOTAL	11,500	1,554	13.5		2,100	372	17.7		6,500	1,148	17.7		600	56	9.3		1,200	285	23.8	
Previous Year	2 Mos.	1,433			2 Mos.	261			2 Mos.	1,318			2 Mos.	41			2 Mos.	96		

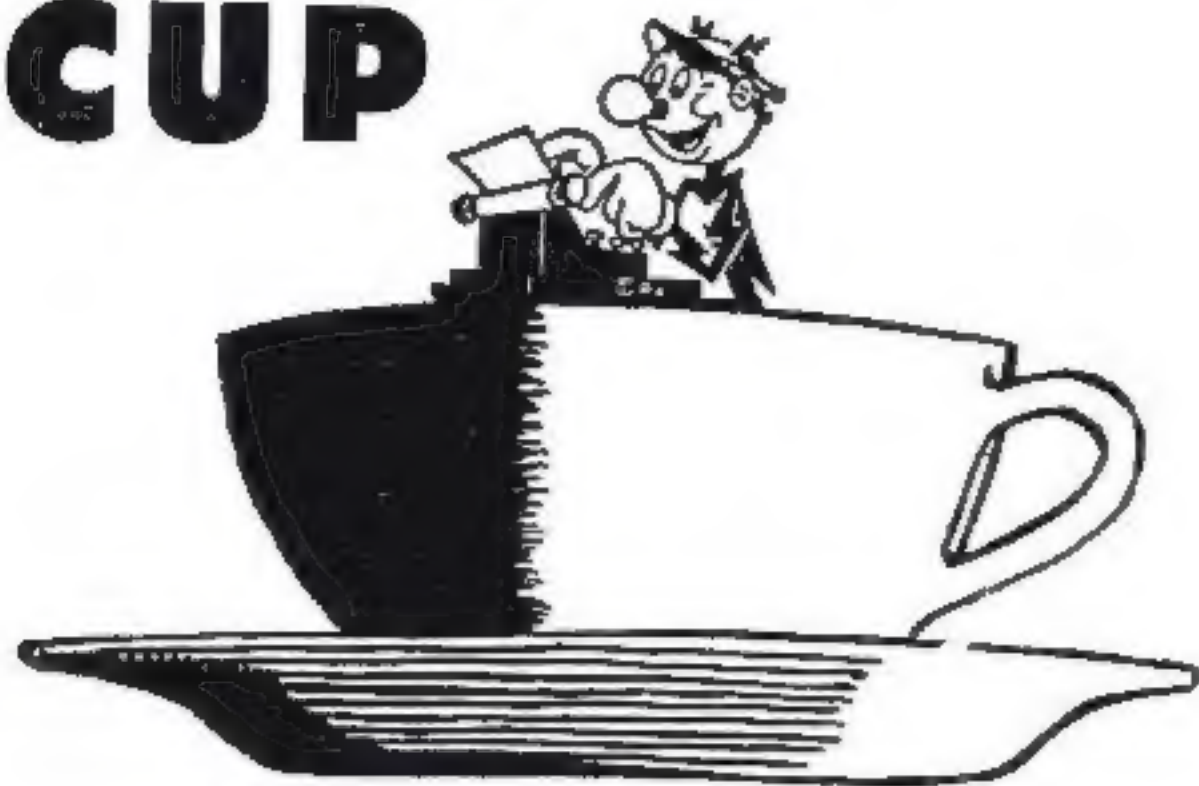
### SYSTEM RESIDENTIAL SALES DEPARTMENT

\*Third Place Tie

Thru February, 1959



## over the COFFEE CUP



Spring is in the air in Baton Rouge. Shopping, vacations and weddings are on the agenda for the coming year.

Putting first things first, **Wanda Slaven**, Purchasing Department, plans to wed this summer and is currently shopping for a house, furniture and all the trimmings.

**Gladys Smith** has been combining her tours with a little shopping. She spent Easter in Hot Springs, Arkansas, and last month went to New Orleans for a shopping tour.

**Al Gajeske**, **Shirley Stanton** and **Mr. and Mrs. John Boosey** spent a week-end in New Orleans and toured famous places of interest along the Old River Road.

**Fifi Amrhein** and **Ethel Sharp** attended a Lenten Retreat at Grand Co-teau and **Mrs. M. J. Cunningham** went to Manresa House at Convent, Louisiana.

—By *Ethel Sharp*

We welcome back **John Ellis**, Engineering Department, after his brief stay in the hospital.

"Staying down on the farm is great," says 4-H Clubber **Sylvia Kelly**, "if you have electricity to help with the chores." Sylvia was presented an electric sewing machine by **J. W. Lamm**, Denham Springs district superintendent, for winning first place in the Southeast District 4-H Electric Contest. The contest was sponsored by the Louisiana electric utilities, in cooperation with the Louisiana State Agricultural Extension Service.



KELLY AND LAMM

New employee in the T & D Department in Baton Rouge is **Roberta Cogburn**. Roberta had formerly worked at Gulf States for seven years in the Substation Department. She left in 1958 before the arrival of a baby girl. Now she's back with us again, and welcome, too!



**F. W. Jones**, safety director, has been selected chairman of the Beaumont Chamber of Commerce Committee on Safety. This committee will study fire, traffic and other hazards in the city and promote public safety.

Wedding bells rang for **Bobbie K. Fowler** and **Larry Rigsby**, March 27, at Central Church of Christ in Beaumont. **Jennye Beck** and **Richard Stapleton** were attendants. Bobbie, Billing Department, is the daughter of Mr. and Mrs. Linwood Wheat. The couple will make their home at 2627 Forrest.

**Ruby Thomas**, Billing Department, became the bride of **Sgt. Billy Chaney**, March 13. Ruby was also honored with a shower, March 20, by fellow employees **Maxine Glenn**, **Aleen Grimes**, **Melba McGee** and **Mary Snowden**.

Good-by's were said to **Mrs. Dora Porter** last month. She is now a full time housewife. Dora, who worked in the Billing Department, was employed by our Company for 12 years and was a veteran PLAIN TALKS reporter.

Roughing-it last month were **Shirley Bonner** and **Tommie Byrd**, who spent a week-end camping in the Big Thicket near Livingston, Texas.

**Mr. and Mrs. L. D. Birdwell** announce the engagement of their daughter, **Madeline Lucille**, to **Robert Allen Hilton**. The wedding has been set for April 17 at St. James Catholic Church in Port Arthur.

—By *Tommie Byrd*

## ORANGE

**Ruby Cooper** and **Beth Toney** started vacations rolling early in the year. However, both accounting employees are saving the other half for later in the year.

**Deletta Washburn** is a new employee in the Accounting Department. Deletta's husband, **Phil**, works at the Orange Memorial Hospital. They have a fine 3-month old son. We're happy to welcome all three into our growing G.S.U. family.

**Cherry Scales**, PBX operator, left our Company on February 20 after 3½ years. Cherry went to Presidio, California, to be with her husband who is stationed there with Uncle Sam. We certainly miss Cherry, but she has promised to keep in touch. The new voice on the switchboard now is that of **Flo Ward**.

**J. O. McCune**, Sales Department, and **Floyd Hebert**, Repair Service, are back on the job after bouts in the hospital with their aching backs. **Joe Snider**, serviceman, has also recently been ill.

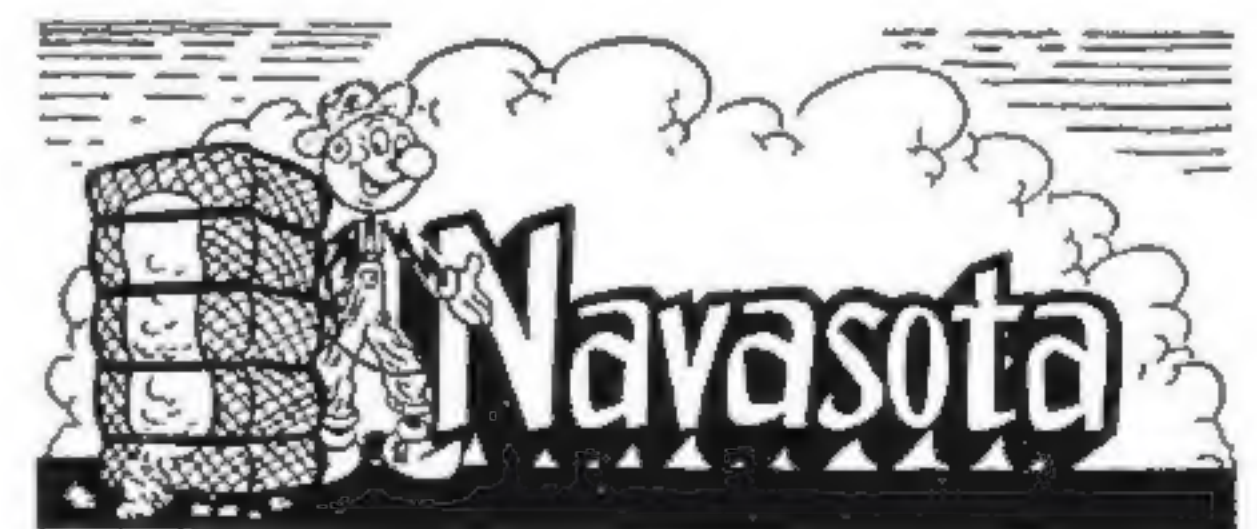
—By *Reba Willey*

## WOODVILLE

Woodville's Boy Scout Troop 37 learns its woodlore, knots and outdoor cooking from Scoutmaster **David T. Pate**, our Woodville line foreman.

**V. R. Norvell**, Woodville District superintendent, headed the Heart Fund Drive in Tyler County as general chairman.

—By *Doris Cryer*



Add the name of **W. P. Carroll**, Madisonville superintendent, to the growing list of Gulf Staters who are civic leaders in their communities. Mr. Carroll was recently installed as president of the Madison County Chamber of Commerce. An active member of the Chamber, Mr. Carroll was previously a vice-president.





## LAFAYETTE

He's out of the Army now. **Harold L. Miller**, son of Mr. and Mrs. M. M. Miller of Opelousas, has returned home after a two-year tour of duty with the U. S. Army in Germany. He plans to return to college in the fall to complete studies in electrical engineering. Mr. Miller is district serviceman in Opelousas.

"We came, we saw, we learned", say four Lafayette Gulf Staters—**T. J. Thayer** and **Henry Legnon**, meter readers; **Barbara Denais** and **Gertrude Wimberly**, office clerks—after returning from the training classes in Beaumont.

We all wish a speedy convalescence to **Charles Gary**, supervisor of sales, and **Bernard Wiltz**, appliance repairman, who are recuperating from operations. Happy birthday to **Elmer Sudderth**, **Eugene Sarver**, **Thomas Broussard** and **J. Roy Peckham**.

—By Cynthia Nolan

## SYMPATHY TO:

**Joe Hatley**, Port Arthur appliance repairman, on the death of his wife, **Nell**, January 27.

**Mrs. Frances Loen Fuchs** on the death of her mother, **Mrs. E. J. Loen**, March 5. Mrs. Fuchs is a home service advisor in Beaumont.

**Anita Boles**, Navasota Division, on the death of her father, **William C. Boles**.

**Paul Broussard** on the death of his father. Mr. Broussard is in the Lafayette Line Department.

**Luther Gallet** on the death of his brother. Mr. Gallet is in the Lafayette T & D Department.

**Mr. Ralph H. Pryne, Jr.**, on the death of his wife in Beaumont, March 27. Mr. Pryne is in the Production Department at Neches Station, Beaumont.

**Mr. and Mrs. Donald Crain** on the death of their infant son, **Donald Stephen**, April 13, in Beaumont. Mrs. Crain is in the System Sales Department, Beaumont. Mrs. Crain's father, **F. R. Smith** is operating superintendent in Beaumont.



**Mr. and Mrs. Patrick A. Wagner** announce the birth of a daughter, **Melissa Ann**, born February 3. Mr. Wagner is in the Beaumont Engineering Department.

**Mr. and Mrs. Frank LeMire** announce the adoption of a son, **David Gerard**, born February 13. Mr. LeMire is in the Beaumont General Accounting Department.

**Mr. and Mrs. James L. Davis** announce the birth of a son, **James David**, December 13. Mr. Davis is in the Woodville T & D Department.

**Mr. and Mrs. Harold Ogden** announce the birth of their son, **Thomas Kent**, December 30. Mr. Ogden is in the Customer Accounting Department in Woodville.

**Mr. and Mrs. Ralph E. Massey** announce the birth of a daughter, **Phyllis Marie**, March 9. Mr. Massey is in the Beaumont T & D Department.

**Mr. and Mrs. J. R. LeBlanc** announce the birth of a son, **Jerry Roberts**, March 15. Mr. LeBlanc is in the Beaumont T & D Department.

**Mr. and Mrs. Edwin Smith** announce the birth of a son, **Mark Edwin**, at St. Therese Hospital in Beaumont, February 3. Mr. Smith is in the Beaumont Purchasing Department.

**Mr. and Mrs. James E. Dowies** announce the birth of a daughter, **Pamela Lynn**, March 12. Mr. Dowies is supervisor of customer accounts in Lafayette.

**Mr. and Mrs. Mel LeBlanc** announce the birth of their fifth son, **John Douglas**, at Our Lady of the Lake Hospital in Baton Rouge, January 29. Mr. LeBlanc works in the T & D Department.

**Mr. and Mrs. Dalton Woodard** announce the birth of a third child and second daughter, **Paula Imogene**, on February 25. Mr. Woodard is in the Orange T & D Department.

**Mr. and Mrs. Calvin Comeaux** announce the birth of a son, **John Russell**, March 7 at the Baton Rouge General Hospital. Mr. Comeaux is employed in the Baton Rouge Engineering Department.

## GROWING with Gulf Staters



"How's this, Dad?" says Jamye Stelly, eleven-month old daughter of Mr. and Mrs. J. A. Stelly. Mr. Stelly is commercial sales supervisor in the Baton Rouge Division.

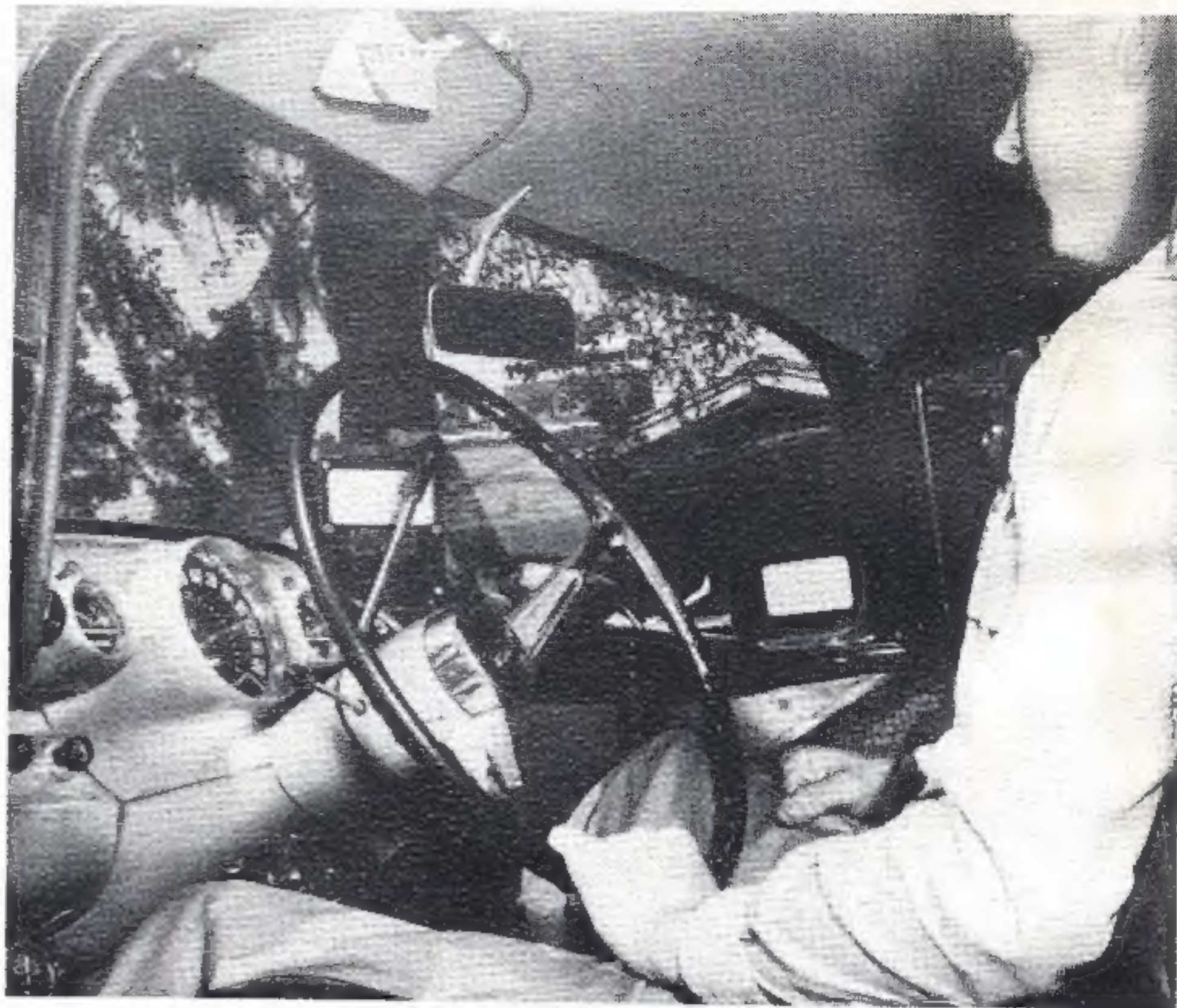


"How's this for a stylish chapeau?" asks Jozette Matkin, four-month-old daughter of Mr. and Mrs. Robert Matkin. Mr. Matkin is in the Woodville T & D Department.





When you see a traffic sign, obey it. Where children play, be even more alert while driving.



E. P. Brack, Beaumont Police Department, uses the new radar equipment to clock the speed of each passing car.

## Read How You Can Beat The Radar Patrol

"But, officer, I wasn't speeding!"

How many times have you seen cartoons depicting the plight of the poor motorist caught by the police for speeding, or heard an acquaintance lament their being tagged for going too fast. Or, maybe you have gone through the experience personally.

Even with all the cartoons and humorous stories about speeding, a \$200 maximum fine for the first offense isn't funny. And it's getting tougher to argue with law enforcement officials.

Some police departments are now using the new radar speed indicators to apprehend violators in town and on the highway. These instruments are more accurate than any car speedometer and you can't argue with its readings. Each time, before the radar is put in operation, it is tested by the patrolman using it.

These electronic, all-seeing eyes are so sensitive that a combination truck and trailer will cause dual readings. Cars moving side-by-side will give separate readings.

Many misinformed people believe that the radar can be beaten by things like tin-foil in the hubcaps. This just ain't so. The only equipment that cancels out a reading on the radar dial would either be too expensive for the average family or get the user arrested for breaking a law other than speeding.

But, you can beat them. Stay within the speed limit for the area. Be alert. Read and obey traffic signs. If you do, no policeman in the United States will bother you.



Frank Jones, Safety Director, and Beaumont Patrolman W. J. Howard, "act out" the tragedy of a motorist receiving a speeding ticket.





Meet the Hebert Family. He's in the Sales Department in Port Neches.

## VACATION MONEY'S WAITING! AND TIME'S A-WASTING!

The Sidney Heberts, of Port Arthur, work together to compile their entry for our Family Vacation Fund Safety Contest—safety at home, on the job, on the highway and at play.

Even little Peter Bert, 19 months old, seems to have definite ideas on safety, but he just can't get them down on paper.

Leslie Ann, eleven, has her ideas on how to practice safety at play and Mom and Dad submit theirs on all four Contest categories.

Every Gulf States family is eligible to enter this contest and try to win the \$100, \$75 or \$50 prizes.

You only have one more month. The contest closes May 31 and the winners will be announced in the June issue of PLAIN TALKS.

Don't delay. Send your entry today to; Frank Jones, safety director, Beaumont, Texas.

**ENTRY DEADLINE IS MAY 31!**



Speeders are not only a danger on our highways. With summer coming and more families enjoying water sports, it's daredevils like this that menace our lives and properties. This boat's pilot was going to whiz past the landing. He missed.